BROADCASTING

Broadcast Advertising

Vol. 13 • No. 5

WASHINGTON, D. C.
SEPTEMBER 1, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR
AUG 30 1937
LIBRARY

Advice to the Forlorn

Have you a perplexing product affair on which you need the counsel of a friend? Write to WOR. For a personal reply you *don't* have to enclose a stamped addressed envelope.

DEAR WOR: I'm a swell cosmetic. But women avoid me. The other day I received an unsigned note reading, "Get in touch with WOR." Can you tell me what this means? Curious

Certainly. Please send me your name and address.

DEAR WOR: I was once the best-loved suspender in Greater N. Y. During the past two years men have lost interest in me. My dealers frown when I appear. What can be the cause? Puzzled

Don't despair, Puzzled. Have WOR build a program for you without delay.

DEAR WOR: I am a young and personable advertiser with 60% distribution in Greater N. Y. But my friends sneer when I tell them about my network show. Can anything be wrong? Junior

Tsk, tsk, Junior . . . SHAME! With that distribution you should know you ought to supplement your network show with WOR.

DEAR WOR: I dress smartly and meet the right people. But I would like to make new friends. However, strangers hide when they see me. Why is this so? Prune

You can't and won't win new friends until you use WOR.

WOR

Now's the Time to Talk it Over!

Tell the millions—*in their own homes*—your aims and ideals

NEVER before has so great an opportunity arisen for closer cooperation between management and worker, between industry and the public.

For *inside* the plant, man-to-man discussions and frank explanations have succeeded the curt command. And *outside* the plant, Public Opinion—the ultimate force in a democracy—is keenly alert. Alert... Concerned... Listening. Eager for the facts which will mould its judgment on the changing patterns in our industrial life.

The most direct and intimate way of presenting your industry's aims to the public and to your own workers is through Radio—*the one medium* which is invited into 24,500,000 American homes. The surprising records of NBC Network Programs on such missions are available to business through NBC representatives—*everywhere.*

RCA presents the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. D. S. T., on the NBC Blue Network

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

XUM

There's more than one good TROUT STREAM in New England

. . . and more than one good market where angling for sales must be done on the spot.

Although more than 8,000,000 customers are concentrated within 2% of the country's area, the urban groups are divided among 13 large cities and many smaller cities. This whole territory is spotted with stations, many of which have network affiliations.

The Yankee Network's 15 stations comprise the strongest network group, and the only group affording complete coverage of all markets.

Pick any densely populated spot and you will find it within the intensive listening area of a Yankee Network station.

That's why New England is Yankee Network territory —why the Yankee Network takes the guesswork out of radio selling in New England. With it, you can definitely tie up coverage with distribution—sell the whole market.

WNAC	Boston	WLBZ	Bangor
WTIC	Hartford	WFEA	Manchester
WEAN	Providence	WSAR	Fall River
WTAG	Worcester	WNBH	New Bedford
WICC	Bridgeport	WLLH	Lowell
	New Haven	WLNH	Laconia
WNLC	New London	WRDO	Augusta
WCSH	Portland	WNBX	Springfield, Vt.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

"Headquarters *for* Radio Facts"

Glance over these typical questions. They are a few of the hundreds recently asked and answered at Columbia.

What is the proportion of French and English listeners among radio owners in the Province of Quebec?

How many programs have been on the air 600 times or more?

What are the essential differences in the various methods of getting radio data and measuring program popularity?

What CBS stations are heard in each of the attached list of 850 counties?

What magazine publishers now use radio advertising, and what is the nature of their programs?

What are radio engineers' measurements of "Primary" Coverage and how reliable are they as an index to station "circulation"?

What programs on the air today use guest talent?

Where can we find a script writer able to adapt the works of Charles Dickens for radio broadcasting?

Why do stations have such different "listening areas" day and night?

How do the listening habits of college students compare with those of the average audience?

XUM

What copy testing techniques are available for checking the effectiveness of radio programs?

What's the difference in hours of listening by income levels in cities of 2,500 to 250,000?

How does the cost per 1,000 actual listeners to a typical thirty-minute program compare with the cost per 1,000 actual readers of a page advertisement in a leading weekly publication?

What percent of the homes in Australia have radio sets?

How much did the audience spend in order to listen in 1936? Want breakdown by cost of new sets, repairs, tubes, and electric power.

What percent of Mississippi families own radios, in towns of under 10,000?

How many radio homes are in the Pacific Time Zone, and what percent is this figure of the U.S. total?

Give us a report on the number and nature of "low-cost" network programs on the air in 1936, 1937.

What programs are now on the air, day or night, that are devoted to fashions in dress?

One of the more important jobs at Columbia is answering the many questions about radio which cross every advertising man's desk, these days. We're glad to help with them. It's part of the even more important job Columbia is called on to do: carrying, annually, the radio campaigns of more of the country's largest advertisers, than any other network.

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue • New York City

XUM

. . . and this is the COVER

of WEEI's new Listening Area brochure. Its eight pages set forth Day and Night maps prepared by the CBS Listening Area method, plus market data in 29 classifications, plus an explanation of WEEI's powerful signal, and a definition of *new* New England. ¶ With the full weight of the Columbia Network program schedule behind it for nearly a year, WEEI now has a new story to tell. "THIS IS... WEEI" tells it. It will be off the press in a few days. Get your copy from any office of RADIO SALES—or directly from WEEI, 182 Tremont Street, Boston. ¶ If you're interested in Boston and New England as a market, you will also want a copy of "WEEI *Commands the Audience 5 Out of 7 Nights Each Week*"—a detailed report of a recent coincidental survey in Boston.

WEEI BOSTON · 5000 WATTS, DAY; 1000 WATTS, NIGHT.

Operated by the Columbia Broadcasting System. Represented by RADIO SALES: New York . . . Chicago . . . Detroit . . . Los Angeles . . . San Francisco.

RADIO
NEA
News Features

The World's Greatest Feature Service
With over 800 daily newspaper clients

NOW
MAKING AVAILABLE

on an exclusive basis to one radio station client in a city

Seven daily five-minute "one-man" programs—(or can be broadcast as two separate 15-minute daily periods)—offered only as a group—written in the various NEA departments—under the supervision of radio experts—outstanding, authentic programs that will sell—TO your sponsors—FOR your sponsors.

SPORTS CRIME ODDITIES BEAUTY
MANNERS CHILD GUIDANCE COOKING

Opening Broadcast—Sept 27th • Brochure on Request

Represented exclusively by

STEPHEN SLESINGER, Inc.
250 PARK AVENUE NEW YORK, N. Y.

"Your new Atlanta man, eh?"

FREE & PETERS, INC., is happy to announce the opening of an Atlanta Office—an office which we believe is destined to bring a new conception of *radio co-operation* to our many friends in Georgia and the entire South.

In calling F. Lacelle Williams to this important new post in Atlanta, we have secured a man whose experience covers fourteen years of advertising work in both the radio and newspaper fields—a man whose experience, and judgment, and sincerity are already well-known in Atlanta. . . .

Whether or not your radio activities originate in the South, we hope that you will avail yourself of Lacelle Williams' facilities for serving you. Behind him is every resource of this pioneer radio-representation company, and of all the top-flight radio stations we have the honor to represent.

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK-WJAY	Cleveland
WHKC	Columbus
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle

Radio Station Representatives

CHICAGO 180 N. Michigan Franklin 6373	NEW YORK 110 East 42nd St. Lexington 2-8660	DETROIT New Center Bldg. Trinity 2-8444
ATLANTA 516 Bona Allen Bldg. Jackson 1678	SAN FRANCISCO One Eleven Sutter Sutter 4353	LOS ANGELES C. of C. Bldg. Richmond 6184

WCSC	Charleston
WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa
WKBN	Youngstown

BROADCASTING
and
Broadcast Advertising

Vol. 13. No. 5 WASHINGTON, D. C., SEPTEMBER 1, 1937 $3.00 A YEAR — 15c A COPY

Industry Acts to Avert Musicians Strike

By BRUCE ROBERTSON

NAB Calls Board Meeting; Other Conferences Planned; Assessment of Over $5,000,000 a Year Discussed

NO DEFINITE solution to the problem of furnishing work for many more musicians in broadcasting was reached by representatives of 154 independently-owned network-affiliated stations who met at the Waldorf-Astoria Hotel in New York Aug. 23-24. However, the majority of the same 110 station owners and executives left with the feeling that the meetings had done much to convince the American Federation of Musicians that broadcasters are seriously and sympathetically trying to work out an equitable solution to the problem and that musicians will be less apt to rush into a general strike on Sept. 16 if an absolute answer is not forthcoming by then.

See Editorial on Page 79

NAB Board Meets Sept. 10

A special meeting of the NAB board in New York on Sept. 10 was called by President John Elmer, following a meeting in Washington Aug. 27 of his executive committee. The committee comprises President Elmer, Treasurer Harold V. Hough of WBAP, and Managing Director James W. Baldwin.

The board session was called in lieu of a general membership meeting, which had been under consideration. The advisory committee, representing the network affiliate group which met in New York, had advocated a meeting of non-network stations at the call of the NAB on Sept. 11, which proposal was not favored.

The board meeting, Mr. Baldwin announced, was called "to canvass the result of negotiations" by the special committee of the Network-Affiliates with President Weber. "President Elmer has notified the special advisory committee", the NAB announced, "that all information which will be helpful to them in their cooperation with Mr. Weber is available. He also announced fullest cooperation of the officers of the NAB with that Committee and says he trusts they will be able to reach an accord with the AFM which will be in keeping with the principles and independence of the broadcasting industry."

A scarcely less important result of the New York sessions was the suggestion by Joseph N. Weber, AFM president, to the broadcasters' committee, tentatively named Independent Radio Network Affiliates, that a possible yardstick to be used by the stations would be a weekly expenditure of 3½ times each station's published one-time evening quarter-hour rate. An estimate gave a weekly total of $105,000, or just under $5,500,000 annually, for the industry, which would provide employment for approximately 3,000 musicians at an average wage of $35 a week. These are staggering figures, yet as the first suggested that the problem might be worked out on a basis of published rates, which give some indication of the individual station's ability to pay, it was received favorably by the broadcasters. This was only a suggestion and was not in any sense an official statement of what the union will accept, which Mr. Weber says will not be made until the full International Board of the AFM reconvenes on Sept. 16 to learn how many additional musicians the broadcasters have decided they are able and willing to employ. But the fact that it was made at all, no matter how informally, gave the broadcasters the impression that a solution on this basis would probably be accepted as satisfactory by the AFM. This impression was strengthened by the further fact that Mr. Weber at first suggested that the base be five times the quarter-hour rate and only after considerable argument on the part of the broadcasters' committee came down to the three-and-a-half mark.

Meeting for Sept. 9

The committee will meet again with Mr. Weber Sept. 9; the independently-owned network affiliates will convene again on Sept. 10. Also on Sept. 10 the special meeting of the NAB Board will be held.

The gathering of these network affiliates was called at the instigation of Barry Bingham, of WHAS, Louisville, following a meeting of a dozen stations in Chicago on Aug. 14, at which time a telegram signed by Iowa Broadcasting Co. and stations WFBM, WAVE, WSM, KMBC, WHO, WHAS, WTMJ, KRLD, WLS and WLAC, was sent to every station affiliated with a network independently owned for the purpose of taking concerted action on a matter that might conceivably deprive these stations not only of their own musicians but of their network affiliations.

Choosing Mark Ethridge, general manager of the *Louisville Courier-Journal* and *Times*, owner and operator of WHAS, as their chairman, the delegates discussed the AFM demands [BROADCASTING, Aug. 1, Aug. 15], listened to reports by Mark Woods, NBC treasurer; Herbert Akerberg, CBS vice-president; Fred Weber, MBS general manager, and Mr. Baldwin regarding discussions previously held with the AFM, and selected a committee of five to confer with Weber and report to the group.

William S. Hedges, vice-president and general manager of WLW, Cincinnati, was chosen as chairman, the other members being Samuel R. Rosenbaum, president of WFIL, Philadelphia; Emile Gough, vice-president, Hearst Radio Inc.; Edwin W. Craig, vice-president, National Life & Accident Insurance Co., owner and operator of WSM, Nashville, and John J. Gillin Jr., manager, WOW, Omaha, with Mr. Ethridge as ex officio member.

In presenting its views to Mr. Weber, the committee pointed out that except for the 25 or so stations directly owned or controlled by the networks each affiliate station "is a separate concern, controlled entirely by its owners, rendering service in its own locality. Service charges, program selections, employment contracts and all other operating conditions are independently determined by each station for itself. There is no one company, committee or person who is authorized to speak for the industry as a whole or the network affiliates as a whole for anything." Adding that the present unemployment of musicians is largely technological, due to the perfection of transmission of music by radio, wire and recording on disc and film, which cannot be blamed entirely on radio, the committee stated that the broadcasters "approach the problem with sympathy and with a desire to do all that can reasonably be expected of us toward a common solution."

In return the committee asked Mr. Weber to recognize that the burden is not entirely on broadcasting. "We are not solely responsible for technological unemployment. We feel no sense of obligation whatever to support the incompetent or the poorly qualified. We trust you will believe that our motive is sincere when we deplore the large number of members of your organization who, though they may have been accepted by you as dues-paying constituents, cannot in any sense be regarded as competent professional musicians sufficiently trained in their art to the exclusion of other employment so that their lack of musical engagements creates even a moral obligation on the musical industries.

"Without power to bind the industry, or even that section of it which has sent us here, we nevertheless assure you that if we can agree with you on a formula which has reason and merit in its favor, we shall proceed without delay to the best of our ability to endeavor to persuade all elements among the broadcasters we represent, and possibly the industry generally, to subscribe to it. If you are convinced of the sincerity of our purpose, we have no doubt you will defer the effective date of the tentative Sept. 16 strike order we understand you have issued if we do not before that date complete the investigations and negotiations which must accompany our efforts and which have only today begun."

Letter to Stations

Following a discussion with Mr. Weber and other AFM executives at which the question of a yardstick based on a factor of the station's quarter-hour rates was introduced, the committee reported back to the meeting, where its six members were reappointed as a permanent committee with authority "to negotiate for but not to bind" the group and to keep the industry informed as to the progress of its negotiations. A finance committee was also elected, consisting of L. B. Wilson, WCKY, Cincinnati, chairman; Tom Gooch, KRLD, Dallas; Jack Howard, president, Scripps-Howard Radio Inc.; Campbell Arnoux, WTAR, Norfolk, and E. K. Cargill, WMAZ, Macon, Ga. The first job of this committee is to raise $12,000, not as a war chest, but to defray the expense of printing, mailing, clerical work and other incidental costs required to carry on the various tasks assumed by the negotiating committee.

A letter sent out by the committee on Aug. 26 to all broadcasting

(*Continued on Page 75*)

XUM

Frank R. McNinch: Liberal, Not Radical

New FCC Chairman To Assume Post With An Open Mind

ASSUMES FCC LEADERSHIP SOON

By WALTER BROWN *

IT WAS a typical, hot, sultry Washington summer afternoon when Frank Ramsey McNinch picked up the buzzing phone at his office in the Federal Power Commission to hear a voice not unfamiliar—

"The White House calling."

Within a few minutes the Federal Power Commission chairman had paced the two blocks which separate the Hurley-Wright Building and the White House, and as he walked into the Executive offices he thought just another power problem was bothering the President. But before he left he had been asked, and had agreed, to take over one of the stormiest posts in Washington—the chairmanship of the Federal Communications Commission.

The President had to move fast. Many ugly rumors were floating around, and the Administration was having to exert pressure to keep tucked away in the Senate Audit & Control Committee the White Resolution calling for a sweeping investigation of the Commission. Someone had to be appointed as head of the Commission who could be expected to inspire confidence on Capitol Hill, and a review of the background and political life of the small, wiry 64-year-old North Carolinian will explain why he was suddenly called to the White House Aug. 17 and asked by the President to help him get rid of his "radio headache".

Liberal, But Not Radical

What manner of man is this new head of a Commission that controls the operation of every radio station in the nation, not to mention its regulation of the telephones and telegraph industry, and what may the radio industry and the listening public expect from his exercise of the "free hand" Mr. Roosevelt has given him in his new duties?

These are some of the questions the writer undertook to find out for BROADCASTING in a two-hour talk with the new chairman soon after he was confirmed by the Senate.

Although a thorough liberal in his political philosophy, Mr. McNinch will take no radical steps when he first moves into the Communications office sometime around the middle of September. He will take with him several trained members of his staff and for the first several weeks will study the problems which face him as chairman of the Commission, both from an administrative and quasi-judicial standpoint.

"I go to my new task with a completely open mind and no preconceived ideas of what should be done," Mr. McNinch declared.

"I shall give the industry and the public a businesslike administration without fear or favor and in the interest as I conceive it of the industry, the workers and the public."

FRANK RAMSEY McNINCH

During his service on the Power Commission, Mr. McNinch has become recognized as a man of judicial temperament, who cautiously and thoroughly weighs all the facts before acting. But once his mind is made up he goes into action with valid decisions and there is no backing down.

His political life, as well as his private life, is as clean as a hound's tooth, and while he enjoys the friendships of numerous members of Congress no amount of high-pressure from Capitol Hill could cause him to make a decision for political purposes and not in the public interest.

As he twirled his heavy horn-rimmed glasses and ran his hand through his thinning gray hair, Mr. McNinch leaned back in his large chair and frankly declared that all he knew about radio was what he heard over his own loudspeaker.

"But I intend to learn," he asserted. "When I first took this Power Commission job I devoted three months to studying the work, and that is what I intend to do when I go to the Communications Commission.

Asked how long he thought it would take him to complete his new assignment from the President and return to the Power Commission, Mr. McNinch would not hazard a guess.

More Than Three Months!

Certainly his service with the Communications Commission will take much longer than three months, and probably will continue during the remainder of the President's term, with the North Carolinian being on call for special "ex-officio service" with the Power Commission.

Mr. McNinch regards radio as a utility, and while he has encouraged public ownership in the power utility field, this should by no means indicate that he favors abandonment of the private ownership theory of broadcasting. It is interesting, however, to set forth what has been Mr. McNinch's broad objective as chairman of the Federal Power Commission. Here are his own words:

"Protection of power resources against plundering and profiteering; encouragement of development of municipal power projects; the drastic elimination from claimed costs of licensed projects many large items which represent either write-ups or fictitious values, thereby enabling state bodies to have this information in fixing rates."

Then referring to the creed which will guide him at the FCC, particularly with respect to telephone and telegraph regulation, Mr. McNinch said:

"I regard the primary aim of all public utilities to be in the service of the public. Making money is to be included through fair profit when earned by this service, but profiteering on public utilities to me is hateful, undemocratic and anti-social."

While it is apparent that the broadcast functions of the Commission are those the President desires Mr. McNinch to straighten out first, the Tar Heel chairman said the telegraph and telephone divisions of the Commission will also receive his close attention.

"I will, of course, address myself to work of telephone and telegraph units of the Commission as they are of great public value, and vitally effect the social and economic welfare of the people."

The life of Frank McNinch reads like fiction and would be fitting material for a Horatio Alger novel. Franklin A. McNinch, the father of the new Communications Commission chairman, was a native of Chester, South Carolina. When but 16 he joined the Confederate forces and fought throughout the war between the States, seeing service at the battles of Seven Pines and Bull Run before he finally was shot down at Gettysburg.

After the war, the elder McNinch, recovered from his wounds, moved to Charlotte, which is only a few miles above the South Carolina line. He married Sarah Virginia Ramsay, of Iredell county, North Carolina, and engaged in the monument business, later serving as chief of police at Charlotte.

The McNinch family, like most other families in the South after the war, had to struggle for existence, and there was no silver spoon to put in Frank's mouth when he was born April 27, 1873.

A Degree That Was Earned

The lad had to quit school when he was 13 and help with the family budget. He did odd jobs around Charlotte, such as carrying mail and clerking in stores. When he reached the age of 17, he had by attending night school and a few sessions of the Barrier Military Institute acquired a fair amount of education for a boy of his age.

When 18, young McNinch secured a position as traveling salesman, selling heavy groceries for four years. With the money he saved in this job and by waiting on tables and cleaning rooms, he managed to attend the University of North Carolina and secure a law degree. While at Chapel Hill he took double courses and completed the course in half the regular time.

The turn of the century found the McNinch shingle hanging out in front of a Charlotte office. In 1905 he was elected to the North Carolina Legislature and became floor leader for the temperance forces, which succeeded in securing passage of a bill regulating saloons and the distillery interests. He continued his interest in the dry movement, making speeches at W.C.T.U. and Anti-Saloon League rallies, all of which kept him more or less in the public eye.

Mr. McNinch in the meantime was building his law business and had no political ambitions when, in 1917, his friends drafted him to run for mayor. He had no opposition. Charlotte's charter had been amended to provide a commission form of government and Mr. McNinch was the first mayor under the new system.

In Utilities Fights

It was while serving as mayor that he became interested in public utilities. The Southern Power Co., now Duke, notified the mayor of a raise in rates. After a study of the company and rate structure, Mr. McNinch became convinced the public was paying enough for its power bill and he set out to defeat the increase. The Southern Bell Telephone at about the same time also announced an increase in rates and the vigorous mayor took on another utility fight. The rates went into effect, but not until Mayor McNinch had made a name for himself as one interested in lower charges for public utility services.

While mayor and after the war, Mr. McNinch put into operation in Charlotte the first municipal playground and recreational facilities. His work in this regard attracted the attention of the National Recreational Association in New York. Mr. McNinch resigned as Mayor to direct the field operations of this organization at a much larger salary.

He returned to Charlotte after two years in New York, and in 1924 became the senior partner in the law firm of McNinch, Whitlock, Dockery & Shaw. Business was good, and financial worries of his

(*Continued on page 65*)

* Mr. Brown, well-known Washington correspondent for the *Greenville* (S. C.) *News* and other Southern newspapers, has known Mr. McNinch personally for a number of years. The editors asked him to undertake this interview and sketch because of his long acquaintance with the incoming FCC chairman.

New FCC Leadership to Start Cleanup

By SOL TAISHOFF

Five-Man Divisions May Be Adopted in Reorganization; McNinch and Craven Likely on Broadcast Division

WITH ITS new leadership instructed by the White House to "clean up" from within, the FCC shortly is expected to undergo a basic realignment of personnel and duties. Major aspects of the reorganization will be directed by Frank R. McNinch, incoming chairman, drafted by President Roosevelt from the Federal Power Commission for the transition, and Comdr. T. A. M. Craven, chief engineer elevated to a commissionership by the President.

Just how the reorganization will be effected will await the next full meeting of the FCC, expected in mid-September, at which time Mr. McNinch officially will take a three-month leave of absence from the Power Commission. He shortly will be named chairman of the FCC, to succeed the late Anning S. Prall.

Several possible reorganization projects are being discussed informally. The Commission now is divided into three divisions—Broadcast, Telephone and Telegraph—with two members assigned to each division and with the chairman serving as the third member of each entity. Serious thought has been given in the past, and probably will be revived, for assignment of each commissioner to two divisions with five instead of three members on each.

FCC Seen Bolstered

The Broadcast Division, most important and most beleaguered branch of the FCC, will be bolstered in the reorganization. Both Mr. McNinch and Comdr. Craven, it is anticipated, will serve on that division. But Mr. McNinch, with his broad experience as a member of the Power Commission since 1930—and its chairman since 1933—is expected to devote considerable attention to the public utility-common carrier aspects of the FCC's work, which embraces the telephone, telegraph and other public service communication functions as destinguished from broadcasting.

The incoming chairman proposes to remain only until the Administration feels satisfied that the FCC, target of constant Congressional criticism during the last session, is functioning smoothly. He then proposes to return to the Power Commission, and turn over his portfolio to a new Presidential appointee for the FCC—probably some man from the Far West, which now lacks representation on the seven-man agency. It is generally felt, however, that Mr. McNinch will find it necessary to remain longer than the three-months, because of the complexity of the internal FCC structure.

Assignments in September

Mr. McNinch paid an informal call at the FCC on Aug. 23, meeting several of its members for the first time. Revision of assignments of members probably will not occur until about the middle of September when Mr. McNinch takes his oath of office. Comdr. Craven was sworn in on Aug. 25, and immediately afterward left for a one-week leave of absence.

Mr. McNinch, whose reputation as a resolute, industrious executive led President Roosevelt to draft him for the FCC, won speedy confirmation by the Senate. Held in high esteem by Chairman Wheeler of the Senate Interstate Commerce Committee, his nomination was favorably reported Aug. 19 without opposition, and confirmed the following day. Immediately afterward, Mr. McNinch announced he proposed to clear his desk at the Power Commission during the ensuing two or three weeks and then would take over the FCC post.

In contrast, however, Comdr. Craven's nomination precipitated one of the most heated Senatorial rows over a Commission appointment in recent years. It was used as the vehicle for an airing of Congressional demands for an investigation of the FCC, with the former naval officer caught in the crossfire [See page 67]. At two sessions Aug. 19 and 20, Senator Wheeler probed Mr. Craven's ownership of stock in several stations while he was a consulting engineer from 1930 to 1935, and until he became FCC chief engineer at the behest of the President.

The last official act of the Senate prior to its sine die adjournment Aug. 21 was to confirm Comdr. Craven, but only after parliamentary maneuvering which had to be resorted to because of an objection to the confirmation voiced first by West Virginia's youthful Senator, Rush D. Holt, and after that was withdrawn, by Senator King (D-Utah).

The confirmation controversy was provoked initially by James R. Kiernan, formerly identified with WLWL, Paulist Father station in New York recently sold to Arde Bulova, watch manufacturer. Kiernan telegraphed members of the Senate Committee charging Comdr. Craven with stock ownership in WPEN, Philadelphia, and asserting Craven had holdings in other stations. In the House, Reps. McFarlane (D-Tex.), and Wigglesworth (R-Mass.), both of whom have repeatedly demanded an FCC and industry investigation, participated in the attack.

Reports that an American Federation of Labor representative had sought to block the Craven confirmation developed just before the Senate took up the nomination, but William Green, AFL president, later let it be known that Mr. Craven had his support.

White's Tribute to Craven

The controversy over confirmation of Craven developed into a dramatic incident on the Senate floor. The White Resolution for a fact-finding study of the whole FCC and radio situation [BROADCASTING, Aug. 15] was drawn into it. A dozen Senators participated in the debate, and glowing tribute, particularly by Senator White (R-Me.), was paid the new commissioner as one of the foremost engineering authorities in the world and as a public servant who at the behest of the President had relinquished a lucrative engineering practice to become chief engineer in 1935 at a salary of only $9,000 per year.

One thing was made certain during this debate—that the appointments of Messrs. McNinch and Craven, even though motivated by an administrative desire to clean up the FCC once and for all, would not obviate an investigation or a "fact-finding" study of that agency. While the White Resolution failed of enactment at this session, it remains on the calendar for the next session, to convene in January, when its passage appears assured.

The appointments of Mr. McNinch and Comdr. Craven, made Aug. 17 by the President, were described at the White House as a recognition by the President of the internal difficulties at the FCC. Mr. McNinch's nomination for the five-year unexpired term of the late Chairman Prall came as a complete surprise. He was not nominated until two hours after the Craven appointment was announced, and on highest authority it was learned that he had not been selected at the time the Craven appointment was announced. He made a visit to the White House after the Craven announcement, and an hour later the second appointment was revealed.

The Craven appointment for the seven-year term was not unexpected, since he had been mentioned as one of a number of prospective choices for the post vacated June 30 by Dr. Irvin Stewart, Telegraph Division chairman. Definitely a "merit" appointment, Comdr. Craven's elevation for the first time in the FCC's three-year tenure, places a practical engineer on its roster. Five of its members are lawyers and the sixth is a former New York newspaperman, politician and tax commissioner.

Payne "Rebuke" Reported

Immediately following the two appointments, reports became current that other changes impended. Since then, however, these reports have tapered off. The Craven appointment, however, was described in newspaper reports as being in the nature of a "slap" and "rebuke" to Telegraph Commissioner George H. Payne, who has been in dispute with the new commissioner on several occasions.

Acting Chairman E. O. Sykes, who is regular chairman of the Broadcast Division, was called to the White House on Aug. 17—before the appointments were announced—and talked with the President at considerable length. While no statement was forthcoming, it is thought that, in addition to the appointments, policy matters were discussed, particularly the newspaper-ownership situation and investigation matters.

This visit gave rise to speculation that Judge Sykes might be appointed to the Federal bench, probably the Court of Appeals of the District of Columbia on which there had been a vacancy. The latter vacaney, created by the recent death of Justice J. O. Van Orsdel, however, was filled Aug. 17 by the appointment of Justin Miller, member of the Board of Tax Appeals. This tribunal is the court of first instance on appeals from FCC decisions.

Normally, the lineup of the FCC under its present organization, would be for Mr. McNinch to join the Broadcast Division, taking the place of the late Chairman Prall,

(*Continued on page 66*)

NEW FCC MEMBER—Commander T. A. M. Craven (center) as he took his oath of office as a member of the FCC on Aug. 25. On the extreme right, holding the Presidential Commission is T. J. Slowie, FCC secretary. Miss Pansy E. Wiltshire, personnel assistant in the secretary's office, is administering the oath. Frank R. McNinch, incoming temporary chairman, does not expect to be sworn in until mid-September.

FR. COUGHLIN LIST IS BEING SELECTED

PREPARATIONS are going forward to complete the schedule of stations which will carry the renewed weekly Sunday talks of Father Charles E. Coughlin beginning late in October. So far, 21 stations are definitely on the independent network which will be used. At the Royal Oak headquarters of the radio priest, no doubt was expressed as to his return to the air on schedule Oct. 31. though he has left the Shrine of the Little Flower for an extended vacation due to an attack of indigestion.

No word is available as to the subject matter of Fr. Coughlin's talks, although the general expectation is that he will follow the lines of his addresses last spring and touch on current topics only gently.

Stations that have cleared time up to now at the Sunday afternoon hour desired include some outlets of the WLW Line, all outlets of the Colonial Network, and WGR, Buffalo; WGAR, Cleveland; WHB, Kansas City; WHAM, Rochester; WSYR, Syracuse; WHO, Des Moines, and WMCA, New York. This list will be considerably augmented, the probability being that close to 50 stations will carry the talks.

Bank Series to Resume

GROUP of banks which cooperatively sponsored the Philadelphia Symphony a half-hour weekly, on CBS last winter, will return to the air Oct. 18 over an NBC-Blue network of about 30 stations, using a one-hour program featuring the same orchestra Mondays, 8 p. m. (CST). The broadcasts, which will emanate from the Academy of Music, Philadelphia, will feature Eugene Ormandy, guest conductors and guest soloists, in addition to talks by Dr. Neil Carothers, dean of business administration at Lehigh University, and monthly talks by Willard M. Kiplinger on *What's Ahead in Washington*. Wessel Co., Chicago, is producing the series.

Malt-O-Meal's Show

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), will start *Rube Appleberry* on a hookup of WGN and CKLW on Sept. 27, with transcribed versions of the program to start also on WLW, WCCO, KDKA, WTAM, WHO, WLW and WCAU plus four unnamed stations in Los Angeles, San Francisco, Portland and Seattle. Stations in the Southwest, including outlets in Texas and Kansas City, also will be used. The program will be 15 minutes long, placed two and three times weekly. Mitchell-Faust Adv. Co., Chicago, is agency.

Acme Feeds' Spots

ACME FEEDS Inc., Forest Park, Ill. (protein feeds) will start two-minute daily announcements on five stations Sept. 15. A quarter-hour weekly live talent program featuring the *Songfellows* will also start at the same time on WHO, Des Moines. Stations broadcasting the announcements are WLS, WHIO, WIRE, KROC, WMT. In addition, a quarter-hour daily live talent program will start Nov. 1 on KMA, Shenandoah. K. E. Sheppard Advertising, Chicago, handles the Acme Feeds account.

WLW PLANS MILLION DOLLAR STRUCTURE

Architects Drawing of New Home of WLW-WSAI

LOCATED on Clifton Heights overlooking Cincinnati, a new $1,000,000 broadcasting center has been projected by Crosley Radio Corp., operator of the 500,000-watt WLW and its companion station WSAI. Powel Crosley Jr., president of the company, announced Aug. 26 that construction will start within two weeks, culminating plans which have been under way for two years. The plant will be of modern architecture, three stories in height and with a five-story tower in front.

Situated at the corner of Warner and Chicasaw streets, the gleaming white structure because of its location and an ingenious system of floodlighting will be visible day and night for miles throughout the neighboring Ohio and Kentucky area.

"Erection of the building is in harmony with the consistent policy of the Crosley Radio Corporation to keep its facilities abreast with the most modern improvements both in transmitter design and studio facilities," said Mr. Crosley.

"In making possible the new broadcasting center, Crosley Radio Corp. feels that it is making further substantial contribution to the advancement of the radio art. It is a definite form of plowing back into improved broadcasting earnings made possible because of the widespread service rendered by WLW.

Auditorium Studio

Provision will be made in the new studios for the public to witness the actual broadcasting of major radio productions, and an auditorium, 60 x 80 feet, seating 600 people, will be located on the first floor. This auditorium will have an uninterrupted view of a huge stage capable of handling shows using 60 or 70 people. Six other studios, in addition to ample locker and lounge space for men and women artists, a modern lunchroom, a radio postoffice, will occupy the balance of the first floor space. Four studios will be located on the second floor.

Three studios, one 27½x 48 feet, and two 27½x40 feet, will be large enough to accommodate the majority of "big time" radio productions. Three other studios measure 17x19 feet; four, 14x14. In the twelfth and smallest studio transcribed programs will be handled. Two of the studios will each contain a pipe organ and most of the others will be equipped to handle electrical organs.

The master control room, the news room with space for editor, writers, news morgue, automatic news printers, and four studios will occupy the second floor. On the third floor will be the music library, measuring 16x50 feet, its efficiency increased many fold by the utilization of ceiling-high steel storage cabinets.

This floor will also have space for 28 offices, which will care for the needs of continuity writers, music copyists, the educational director, special events director, the casting director, sales promotion and research departments, sales manager, program manager, manager of WSAI, traffic manager, office manager, musical director, arrangers, copyright bureau, artists bureau and employees.

Executives, Engineers in Tower

Offices of Powel Crosley Jr., president, Lewis Crosley, vice-president, and William S. Hedges, vice-president in charge of broadcasting, will be located on the fourth tower floor.

The fifth tower floor will be devoted to the technical department. Here will be located the technical chief and his assistants, the measurements laboratory and drafting room.

During the 16 years of WLW's history, its studios have been housed in the factory buildings of Crosley Radio Corp. The construction of the new building separates the broadcasting activities from the manufacturing operations of the company. Samuel Hannaford & Sons, Cincinnati, are architects for the new studios.

New York Milk Discs

NEW YORK State Milk Publicity Bureau, Albany, is placing one-minute RCA discs for its spot radio campaign to start Sept. 27. They will be heard once daily for 21 weeks on WINS, WMCA WBNX, WHN, New York; WOKO, Albany, WIBX, Utica; WSYR and WFBL, Syracuse; WHAM and WHEC, Rochester; WBEN, WEBR, WGR-WKBW, Buffalo; WESG, Elmira; WNBF, Binghamton; WGY, Schenectady. Agency is J. M. Mathes Inc., New York.

Anger of Unionist Starts KSD Strike

IBEW Official Loses Temper And Calls Out Electricians

UNION engineers at KSD, St. Louis, staged a one-hour strike Aug. 13 when Arthur Schading, business agent of Local No. 1, International Brotherhood of Electrical Workers, became annoyed because a *St. Louis Post Dispatch* photographer tried to take his picture. Schading was on trial in an injunction suit to restrain the union from interfering with business firms in its jurisdictional dispute with Local No. 732 of the Sign Hangers' Union.

As the photographer of the *Post Dispatch*, operating KSD, started to take his picture, Schading is quoted as having said: "Go ahead and shoot it. If you do, I'll stop your presses and close your radio station."

The strike of KSD engineers was called at 3 p. m. but the three employes on duty returned to work shortly before 4 p. m. when Schading reconsidered his action and told a *Post Dispatch* reporter: "I've got something else up my sleeve." Electricians on the newspaper refused to strike, according to the *Post Dispatch*. KSD lost little broadcast time since it was off the air from 3-3:45 p. m., a period assigned to KFUO, operating on the same frequency with one-seventh time.

Commenting editorially on the strike, the *Post Dispatch said*:

"As an industrial disturbance, the affair was an unimportant episode. But Schading's arbitrary, indefensible abuse of his official power is not unimportant. It is something for the electricians' union to think about, for organized labor to think about, for industry to think about, for public opinion to think about.

"Who is Schading? He has a record. He was removed back in 1929 from the office he now holds by the executive council of the international union when employers charged that Schading had set up on 'outside' organization to levy a tax of 2 cents an hour on all their employes. This fee, auditors estimated, would have amounted to $50,000 a year. The council found that he had brought the union into disrepute, had caused employers unnecessary expense and inconvenience by his arbitrary action in violation of agreements and in disregard of the union's constitution. He was denied the rights of union membership for five years and disqualified for holding office for two additional years.

"With his term of suspension ended, Schading made a comeback. He was elected to his old place as business agent last month."

Hearn Store Series

HEARN DEPARTMENT STORE, New York, began sponsorship of *Twenty Years Ago—and Today*, a series dramatizing news of two decades ago in contrast to that of today. The program started Aug. 30 on WOR, and will be heard weekly at 8-8:30 p. m., EDST. Fanchon & Marco, New York theatrical producing agency, is the producer of the show, its first in the radio field. Sam Shayon, who has been with Fanchon & Marco six years, heads the newly-organized radio department.

XUM

IBEW Plans to Organize All Stations

AFL Is Not Deterred By CIO Victory In WHN Case.

By J. FRANK BEATTY

THE International Brotherhood of Electrical Workers, AFL affiliate, will organize "all" broadcast technicians despite organization efforts of the CIO.

This position was outlined to BROADCASTING Aug. 27 by the IBEW on the heels of a National Labor Relations Board decision adverse to another AFL affiliate, International Alliance of Theatrical Stage Employes & Motion Picture Operators. The Federal Board certified the American Radio Telegraphists Assn., CIO affiliate now known as American Communications Association, as exclusive bargaining representative of technicians employed by WHN, New York.

Explaining its determination to proceed with organizational work despite CIO and independent efforts, the IBEW stated: "Under the charter given us by the AFL, all employes in this field belong to the International Brotherhood of Electrical Workers. There can be no compromise on this issue and we intend to bring all stations under our organization."

AFL Unions Cooperating

AFL unions interested in organizing all types of broadcast personnel are cooperating in the division of crafts, it was indicated by IBEW, which defined the scope of its campaign to BROADCASTING in these words: "All employes in the mechanical and engineering classifications and employes in other classifications that do not impinge upon other related groups.

"In the cognate amusement field, namely, motion pictures, the relationship of the IATSE and IBEW is most cordial and cooperative. It is our expressed view that these relationships will continue as these organizations extend their effort into the related amusement field, namely, radio."

In New York the IBEW local is understood to have about 200 members in the broadcasting and sound fields, organized by Edward F. Kloter, IBEW vice-president. The local still is in the formative stage, IBEW stated, and local officers have not been fully selected.

ARTA Is Certified

In its first decision affecting the broadcasting industry, the Labor Board ruled that the American Radio Telegraphists Assn., should be certified as the exclusive bargaining agency of engineers of WHN, New York. ARTA, the Board observed, has signed agreements with "about 15 stations in the country."

Jurisdiction also had been claimed by Theatrical Protective Union, Local No. 1, IATSE.

The Board's decision stated that IATSE as far back as 1931 had tried to organize all "sound men" and engineers of WHN but that "nothing came of the venture, allegedly because of the lukewarm attitude taken toward this move by the executive board of IATSE." Later some of the engineers joined IBEW, after which some of them formed the Association of Technical Engineers of WHN, which won a pay increase on one occasion.

When WHN was about to bargain with ARTA last May, the Board observed, IATSE protested and demanded recognition as bargaining agent. Other AFL affiliates having closed shop agreements with Loew interests also objected and WHN refused to bargain with ARTA until certified by the Labor Board.

Reviewing testimony heard Aug. 11 [BROADCASTING Aug. 15], the Board's announcement of its decision said:

"The CIO affiliated American Radio Telegraphists Association alleged that the appropriate bargaining unit was properly to be found by grouping all of the station's engineers together. The AFL affiliated Theatrical Protective Union contended to the contrary. It claimed the engineers under the classification of 'electricians, public address men, television men, and sound lamp and projection machine operators' found in its constitution, as well as under the classification of 'every employe of a theatrical nature mechanically,' to use the words of the TPU's secretary.

"In effect, the TPU claimed that the appropriate bargaining unit should consist of all those employes of the Marcus Loew Booking Agency and Loews Inc., employed in the mechanical department of the theatrical stage, and that the radio broadcast engineers should be included.

Review of Claims

"In its decision determining the appropriate bargaining unit the Board pointed out the fact that the company's radio broadcast engineers had organized along the lines proposed by the ARTA, and that they had shown a desire for self-organization by becoming members of this union. It further stated:

"'No evidence was offered to show that the TPU had recently attempted to organize the WHN radio broadcast engineers or had been chosen as their representative. The TPU pressed its claims only when it realized that the ARTA had successfully organized the radio broadcast engineers and was about to enter into an agreement with the company. John C. McDowell, secretary of the TPU, testified that to organize the radio broadcast engineers would necessitate the creation of a separate local with a new charter. The reason for this is that the officers of the IATSE recognize radio broadcast engineers as a separate craft unit and prefer to have such craft groups govern themselves separately as distinct autonomies. Moreover, the radio broadcast engineers could not be embraced in any of the labor organizations of the other employes at Radio Station WHN because most of them, such as musicians, writers, artists, etc., belong to separate craft unions of their own of a limited craft membership. The radio broadcast engineers, desiring to organize along craft lines, therefore joined the ARTA.'

Rival Contenders

"The case came before the Board upon petition of the ARTA on May 24, 1937, that a question affecting commerce had arisen concerning representation of the broadcast engineers of the Marcus Loew Booking Agency.

"This agency is a wholly owned subsidiary of Loews Inc., 1540 Broadway, New York City. The latter is engaged in the distribution, production, and exhibition of motion pictures. It also operates about 100 theatres throughout the United States. A hearing was held in New York July 2, before Samuel V. Gusack, Trial Examiner for the Board, and again on July 6.

"At the beginning of the hearing counsel for the parties stipulated that insofar as the operation of WHN station is concerned the company is engaged in interstate commerce within the meaning of the Act; and that the ARTA and the TPU both claimed to represent the 18 radio broadcast technicians and had made representations upon the company which would raise a question of employe representation. On Aug. 11, counsel for the TPU, the ARTA and the company orally argued the case on the record before the Board in Washington."

AGRAP Organizes Key Net Stations; AFRA Seeks All Who Face Microphone

BY SIGNING the sound effects men of NBC's two New York key stations, WEAF and WJZ, the American Guild of Radio Announcers & Producers, independent radio union, now has chapters in the New York outlets of all three nationwide networks. Started last spring at WABC, CBS key in New York, AGRAP now claims some 700 members in more than 20 stations throughout the South, Midwest, New England and New York.

Negotiations are now being carried on with a committee of NBC executives headed by Mark Woods, treasurer of the network, according to Roy S. Langham, president of the Guild, who said that the union had also signed the sound effects men at WABC, where AGRAP founded its first chapter by winning recognition and an agreement for announcers and producers [BROADCASTING, April 15], giving AGRAP two chapters at that station. A contract calling for increased wages and reduced hours for announcers and production men at WOR, Mutual's New York station, was signed between officials of the station and the Guild on Aug. 13, after six weeks of negotiations.

Immediate increases in wages and graduated future increases are called for in the WOR agreement, which also specifies a five-day, 40-hour week and increased benefits with respect to leaves of absence, preferential reemployment, etc. Two weeks' notice of discharge is required and the management agrees to arbitrate any dispute under the contract.

A similar contract has just been signed with WJSV, Washington,

(*Continued on page 74*)

Labor Controversy At WDGY Settled

Drawn-Out Difficulties Ended By Federal Conciliator

LABOR difficulties growing out of a strike of operators at WDGY, Minneapolis, were composed Aug. 17 after more than a month of strife and negotiation, it was announced by Edward P. Shurick, assistant manager of the station. Other stations in the St. Paul-Minneapolis area met Aug. 19 to discuss future policies in their dealings with unions.

Mr. Shurick pointed out that for several years stations in the Twin Cities have been having difficulties with labor. Last July 23, he said, the WDGY chief engineer was discharged for alleged incompetency. Two other engineers resigned and the Electrical Workers Union 292, affiliated with AFL, interjected itself into this situation. Mr. Shurick charged, among other things, that the transmitter had been tampered with and that it was off the air for a day because of damage.

Damage From Bullets

After the station refused to reinstate the three men, it was picketed and the Minneapolis Musician's Association, affiliated with AFL withdrew union musicians from the station. Mr. Shurick charged also that a shot was fired at him from a distance two days after the strike, while he was at the transmitter.

At no time during the controversy were wage scales, hours or working conditions discussed, he said. WDGY however, continued to operate and Deputy Sheriffs and private detectives were engaged to police the transmitter property day and night. On Aug. 13, he claimed, three shots were fired at the transformer, causing four inches of oil to leak out of a bullet hole. Conferences working toward settlement began Aug. 14 when Dr. George Young, general manager of the station, discussed the strike with officials of the Electrical Workers Union. A representative from the office of the Federal conciliator in Washington participated in the negotiations with the result that the differences were composed and two of the operators who had resigned were returned to work at the transmitter.

McGrady Is Appointed As RCA Labor Chieftian

APPOINTMENT of Edward F. McGrady, Assistant Secretary of Labor, as director of labor relations of RCA, effective Sept. 1, was announced widely in the press Aug. 25 but neither RCA nor Mr. McGrady would confirm the report. It was said he will supervise labor relations of RCA subsidiary companies, including NBC, RCA Mfg. Co., RCA Communications Inc., and Radiomarine.

Arrangements with Mr. McGrady, one of the best known labor arbiters in the country, were said to have been made by David Sarnoff, RCA president, prior to embarking for Europe last month. He was formerly an executive of the American Federation of Labor, and recently was among those mentioned for appointment to the FCC. It is expected the formal announcement will be made shortly.

Index Covering 25,000 Titles Offered Stations by ASCAP

Sticker System to Be Supplemented, Says Mills; Michigan Governor Vetoes ASCAP Measure

AFTER several years of preparation, ASCAP on Aug. 25 announced it had assembled an index of some 25,000 musical titles which it is making available to licensed stations at no charge.

E. C. Mills, chairman of ASCAP's administrative committee, notified all licensed stations by letter of the availability of the index and outlined the manner in which it could be installed by stations at minimum expense insofar as the actual equipment is concerned. He pointed out that ASCAP has been assembling an index for many years and that although much time and money has been expended, "the index is admittedly far from complete, and probably always will be." He added, however, that it embraces most of the musical titles, copyright and non-copyright in the USA, which are presently current in broadcasting programs.

"We now, as a matter of service, offer to you, entirely free of charge, as much of the index as it is presently practicable for us to prepare and furnish. It will cover approximately 25,000 of the most used titles."

The index, the letter added, will be forwarded to broadcasters requesting it, on gummed and perforated sheets which can be pasted on 3 x 5 index cards. The preliminary index will be supplemented from time to time free of charge, it was added. An investment by the stations of some $200 for the purchase of equipment was recommended. It was also pointed out that the same index cards can be used by the stations for other purposes such as filing references to orchestras and musical libraries, phonograph records, transcriptions, etc.

Mr. Mills urged stations to avail themselves of the offer so they will be enabled to accurately check copyright ownership. "The index now offered is a starting point," he said. "It will grow substantially through supplements sent by us and additions which will undoubtedly be made by your own staff covering works not embraced in the ASCAP repertoire." He added:

"We are desirous of being helpful to you in every possible way as to every matter involved in your relation with us and musical copyright problems, and it is our intention to extend this index as rapidly as possible until it shall finally include a reasonable complete reference to practically all musical works. We can not hope to ever make the index entirely complete."

* * *

With the adjournment of Congress and most of the State Legislatures, conditions were otherwise quiescent on the exclusive copyright front. The threatened strike of musicians, reported elsewhere in this issue, dominated the scene.

The veto by Governor Frank Murphy of Michigan of the anti-ASCAP bill adopted by its State Legislature heartened ASCAP forces who are combating similar bills in a half-dozen states. Gov. Murphy in his veto message of July 27 asserted that after a careful and extended review of the act, Attorney General Raymond W. Starr had advised him that "because of the onerous character of its provisions and the variety of restrictions imposed, the act would unreasonably interfere with and impair the rights secured to owners of copyrights by the federal constitution and the laws of Congress" and that it was the Attorney General's opinion that the act "is unconstitutional and void in its entirety."

The Attorney General's opinion, also made public, stated that it was his view that the act is "clearly invalid because it is an unconstitutional attempt to destroy the exclusive rights of copyright owners, guaranteed to them by the United States Constitution and the Federal Copyright laws."

The six-page opinion cited numerous provisions of the proposed act which it claimed were clearly improper and unconstitutional. "Chief among these is the fact that the act is so poorly drafted and so indefinite that it is impossible to determine what constitutes a violation and what is permissible, under the said act."

It concluded that it was the Attorney General's opinion that the dominant aim and purpose of the act is unconstitutional, that practically every essential feature is subject to attack and that the entire act is therefore invalid.

Litigation challenging the validity of the bills, almost identical with the Michigan act, which have been enacted in Washington and Montana, has been initiated by ASCAP and now awaits decision. Injunctions are sought. ASCAP also is contesting similar legislation enacted in three other states.

Alka-Seltzer on 40

MILES LABORATORIES Inc. Elkhart, Ind. (Alka-Seltzer), will start *Comedy Stars of Broadway*, thrice-weekly quarter-hour transcriptions, on 40 stations Sept. 12. Of this number 21 stations will be new while the remaining outlets, currently broadcasting *Thank You, Stusia* will also start the new comedy transcriptions on that date. The transcriptions will be broadcast in practically all instances on Sunday, Tuesday and Thursday. The series was cut by WBS, New York. Wade Adv. Agency, Chicago, handles the account. The new stations starting the series on Sept. 12 follow: WEEI, WOR, WGY, WGBI, KDKA, WGAR, WBNS, WJR, WCCO, KFAB, WHO, WSM, WSB, WAPI, KOMA, KSL, WHAS, KFEQ, WBT and WMBD. Stations switching to *Comedy Stars of Broadway* on Sept. 12 are: KFH, KFXJ, KGHF, KMBC, KMOX, KOA, KVOO, WABC, WCAU, WDBJ, WFEA, WHAM, WHIO, WLBZ, WNBX, WQAM, WRVA, WWVA, WGN, WOWO.

RESPECT will be paid to the memory of George Gershwin Sept. 8, when CBS will carry a two-and-a-half hour program of Gershwin's musical works from Hollywood Bowl, broadcasting from 12:30 to 3 a. m. (EDST).

CBS Television Chief

GILBERT SELDES

DEBS GROUP PLANS WFAB-WEVD MERGER

MERGER of WFAB and WEVD, New York City time-sharing stations, is contemplated with the sale of the former station to Debs Memorial Fund Inc., operators of WEVD, subject to FCC approval. The Debs group, a cooperative organization in which the prime movers are the management of the *Jewish Daily Forward*, a newspaper, has agreed to pay $85,000 for WFAB, and has deposited $10,000 in escrow with an agreement to pay the remainder when approval of the transfer is secured from the FCC.

It is presumed that WFAB will be discontinued and its time simply taken over by WEVD. The stations operate with 1,000 watts on 1300 kc. Also sharing the same channel are WBRR, Brooklyn, using the 3-8 p. m. periods six days weekly, and WHAZ, Troy, N. Y., using only the 6 p. m. to 1 a. m. periods on Sundays. They are not affected by the proposed deal and would retain their present schedules.

New York would thus get another important regional outlet, lacking all but about five hours daily of full time. Present owners of WFAB are Joseph Lang and Paul F. Harron, of Philadelphia, who operates WTNJ, Trenton, on a leasehold basis, and who formerly was part owner of WPEN-WRAX, Philadelphia.

Omar Mills Placing

OMAR MILLS Inc., Omaha, Neb., a subsidiary of National Baking Co., on Aug. 23 started *Your Home Town* quarter-hour transcriptions thrice weekly on WNAX, KMMJ, KOA, WHO, KGKY and KGNF for Omar flour. At the same time, 100-word announcements five times weekly were begun on KFDN and thrice weekly on KSOO. The bakery division of Omar Mills is continuing *Your Home Town* transcriptions on WTMJ, WBNS and WIRE with both the bakery and and flour divisions sponsoring the transcriptions on WOW. J. Walter Thompson Co., Chicago, is the agency.

Television Plans Advanced by CBS; Seldes in Charge

New Studios Will Be Started; Trial and Error Procedure

TELEVISION plans of CBS were advanced Aug. 20 with the announcement that Gilbert Seldes, writer and critic, has been appointed experimental television program director and that a television program center has been established in the Grand Central Terminal Bldg., New York.

Mr. Seldes was to begin his program work Sept. 1 and the new studios will operate in conjunction with the CBS television transmitter atop the nearby Chrysler Tower to which they will be connected by coaxial cable. Actual construction of the new studios will begin this fall with a central studio measuring 225 feet in length, 60 feet in width and 40 feet from floor to ceiling located directly above the Grand Central waiting room and overlooking 42nd street.

On three sides it will connect with dressing rooms, rehearsal chambers, a carpentry shop for set construction and a fully equipped television laboratory. The studios will be made the testing ground for several technical innovations of lighting and scanning now being developed in the CBS laboratories.

William S. Paley, CBS president, disclosed last year in testimony before the FCC that CBS had set aside $2,000,000 for carrying out this final phase of its experiments in television. The appointment of Mr. Seldes and the construction of the new studios are believed to be important indications of the approach of practical television broadcasting on the part of CBS.

Trial and Error

The mode of operation outlined by Seldes is intended "to make as many experiments as possible in order to make as many errors as possible in advance." His function will be to direct these "experiments" and "errors in advance" as a means of establishing television on the same standard of entertainment value as other mature arts.

"The entertainment value of the early programs," he said, "plus the novelty value, ought to attract widespread interest. As the novelty value decreases, the improvement in the programs themselves should bring television entertainment up to the current level of other matured forms of entertainment."

The author's analysis of such errors, past, present and future, was presented last spring in the *Atlantic Monthly* and it was this, revealing a sharp insight into the problems of this coming new industry, which led to conversations between him and CBS executives and resulted in his engagement. His experience in the fields of the theater, radio, movies and music—the four fundamentals in television programming—weighed largely in the choice.

DICK DUNKEL of the radio department of Benton & Bowles Inc., New York, consummated a deal whereby Van Cronkhite Associates will be sales agents for the Dick Dunkel Football Forecasting System in states where it is not sponsored by Atlantic Refining Co.

XUM

I Am a Contest Enterer, Occasionally

Boxtops Aplenty, But Never a Prize for This Listener

By E. R. KELLEY

THE AUTHOR is just plain E. R. Kelley, without any brass plaques or press agents. He listens to programs. He hmmms when contests are mentioned. Often he grabs the nearest pencil. Almost as often he stops in the corner store for a boxtop and its associated contents. He mails his entry. Then he eats the associated contents. Others may get prizes, but not Kelley. Here's what he thinks about contests and those who promote them.

WHAT kinds of contests does a contestant like best? How many contests will the contestant enter in a year? How does it affect his or her buying habits? Advertising men undoubtedly have the answers to these and numerous other related questions all figured out—and hope they're right, so a mere contestant's ideas and experiences may not mean anything. And then again, they may!

I consider myself an average contestant, trying for perhaps 15 prizes a year. Interest in contests, of course, varies with the age of the individual, and the type of community in which he lives. Children enter the greatest number and variety; young grown-ups quite a few; people past fifty, a goodly number, also. Between the ages of 30 and 50 there is a dead spot. Most people, especially the men, take more interest in the practical facts of everyday living during that period.

In general, it may be said that the size of the prize offered must

be raised somewhat in proportion to the increase in age of the group desired as contestants. Housewives are satisfied with smaller rewards than are men, or women who support themselves, probably because they are not in the habit of placing a monetary value on their time.

Rural Enthusiasm

Having lived in various sized cities and towns within the past few years, I have particularly noticed the great interest in contests in the rural or village communities as compared with the centers of population. A good showing from Horner's Corner doesn't mean you are getting a better spread there than in Los Angeles. It simply indicates that the villagers have time on their hands, as far as amusement is concerned.

I have been a consistent contester but never a constant one. My entries all emerge under spurts of enthusiasm. Many of my friends react the same way, although a few are steady pluggers. There is something about thinking up slogans, or furnishing last lines, or picking the most important sentence that calls for inspiration. When I get it, things fly; four or five entries in a week. After that we settle down to eating or using the various products purchased for their labels, and wait for the prizes to come. So far none ever have. Just one more reason I consider myself an average contestant.

I will probably be suspected of mild insanity when I say that after its contest is over I seldom have even a kindly thought for a product. I hold no grudges, and I'm not silly enough to think that my chances of winning are anything but small. Nevertheless, there is usually that "brown taste" connected with the goods whose contests I have entered and failed to win that somehow makes me pass it up on store shelves. If I were an advertiser I would be afraid of it.

There have been, however, some exceptions in my experience which I consider the high lights of contesting. A few years ago a typewriter company sponsored a contest, the first prize of which I have forgotten. A few days after the winner was announced I received a letter from the advertiser thanking me for my entry and enclosing a key case that retails for five cents and must have cost them two. The positive impression created by that single incident has been one of the chief reasons for my partiality to their line of goods ever since.

The practice of replying with a card to all entries as they are received, is a pleasing one to me and to many others with whom I have talked. It creates the feeling that your entry is receiving the utmost in consideration, in addition to letting one know that it arrived all right. The good-will gained by this, or any other form of individual recognition will show very little depreciation.

Simplicity also has its points. I have in mind a radio program through which was given an automobile every week. During the program three reasons for the popularity of the sponsor's products were read; the listener was asked to simply send in the reason he considered the best and how many votes he thought it would receive that week. Complicated sounding, perhaps, but very simple to act on.

There was nothing to buy and nothing to do that required deep thought or prolonged agony. Just a guessing game straight through, and the listener probably had his entry sealed before the program was finished. I believe I entered six or seven times, and became quite familiar with the product in question, even sampling it. Little time was wasted, consequently there was only a little feeling of disappointment over not winning.

Naming the baby or picking a by-line contain real dynamite, and in this I am not trusting to my own feelings but to the expressions of those I come in contact with. While a sponsor who fails to announce the winner or does so long after the contest is ended is sure to gain the distrust of many, so, also, is the sponsor who finds it necessary to publicize the result as well as the winner. It is too easy to compare one's own entry favorably with the chosen one. Every baby-naming brings up the question of whether it is the most suitable name (as advertised) or the strangest that draws.

A species of contest that has always seemed peculiar to me is that sometimes found in print and more often on the air, wherein personal experiences of listeners are presented on a competitive basis. A current offering of this

type pays a small sum for each story reenacted, with a larger prize for the best of those presented. Although I listen every week and have not even entered, I am always so busy comparing the stories with my own and my friends' experiences, and wondering whether I could produce a winner that I couldn't for the life of me tell you what product is being advertised. As far as I'm concerned the sponsor has gained nothing. At the same time he has lost nothing except my quota of the program's cost, which will probably never drive him to the wall.

Prizes by the Thousand

California Conserving Co., With Its "Who Am I" Series, Gets Big Share of Audience

By EMIL BRISACHER

Emil Brisacher & Staff, San Francisco

Mr. Brisacher

IN THE fall of 1936, the reference departments of public libraries and the information desks of metropolitan newspapers were swamped by a tremendous flood of inquiries for facts about famous people.

"What president of the United States started out as a school teacher?"

"Was Katherine Cornell born in Berlin, Germany?"

"Did Gary Cooper go to school in England?"

At first the hard-working attendants were at a loss to explain this bewildering, overnight increase in the demand for facts about famous characters. But they soon discovered that it was all caused by a new, refreshingly novel radio program called *Who Am I?*

This was the beginning of the now-famous *Who Am I?* radio program, which has set unprecedented records of radio response and effectiveness in the West. A quarter-hour, once-a-week evening program, broadcast from San Francisco over the western division of the NBC-Red network, *Who Am I?* was sponsored for 26 consecutive weeks by the California Conserving Co., makers of C-H-B tomato catsup, tomato juice, pickles, chili sauce, and others.

Just An Old Game

Who Am I? is an adaption of an old parlor game, played in a new copyrighted way over the air. Questions are asked, and answers are given, about the life and characteristics of some famous, but unnamed individual. From the mass of hints given throughout the playing of the game, the radio listeners could guess at the identity of the famous character. And the makers of C-H-B food products made it well worthwhile for the radio audience to send in its guesses, by offering handsome prizes for the correct answers each week.

To be eligible for these prizes, the radio listener was obliged to send in two labels from C-H-B products together with his entry. And every week, the San Francisco offices of California Conserving Co. received from 10,000 to 20,000 letters—each enclosing two labels, signifying purchases of C-H-B products! According to NBC officials, this represents a new and unique record of radio success in the West, as the audience mail has been the largest ever received by NBC on a far-western hook-up for a 15-minute evening program.

Not only the heavy flood of mail, but also the checks of impartial listening surveys revealed tremendous popularity of the *Who Am I?* program. The most recent check showed that this program enjoyed the attention of 65% of the radio audience in the West.

The *Who Am I?* game itself usually followed this pattern: "Am I living?" . . . "Am I a man," . . . "Do I live in the United States?" . . . "Am I a politician?" . . . and so on. The correct answer was revealed on the following week's program, a bit of strategy which automatically caused a large percentage of the audience to tune in to

(*Continued on page 62*)

Chicago Business Far Above Sales Recorded in 1936

Increased Rates Do Not Stop Inflow of National Spots

By HAL TATE

CHICAGO stations will have their biggest autumn in history with this year's business surpassing last year's on some stations as much as 50%. This boom is being experienced despite the fact that most Chicago stations are increasing their rates in September and October and with the threatened strike of the American Federation of Musicians still hanging over the stations' heads.

One sour note was injected into this apparently booming business tune. Discussing the ever increasing business in radio, an advertising manager of a company which placed nearly a million dollar's worth of spot advertising last year, but who preferred that his name not be mentioned, declared that with stations continually increasing their rates, many advertisers heretofore placing their radio appropriations blindly, after investigating the increases would discover that their radio advertising does not "pan out."

He predicted a sensational crash in radio advertising with a swing towards newspapers and magazines and said his firm was beginning to cut down on the number of stations being used this fall with a larger share to printed media.

Late Evening in Demand

At any rate, business for the fall season in Chicago is so heavy that many advertisers are beginning to use late evening spots. At WBBM, included among advertisers using time after 10 p. m. are Chevrolet, Penn Tobacco Co., and Longines-Wittnaeur. At WCFL, Levinson Radio Stores is using a two-hour nightly "musical clock" program. WGN, does not accept commercials after 10 p. m.

According to William Cline, sales manager of WLS, practically all of the station's available commercial time for this fall has been sold out. WLS is continuing its policy, however, of not accepting commercials for certain of its programs, including Julian Bentley's news broadcasts. Among the advertisers starting on WLS this fall are the following: McKenzie Milling Co., Quincy, Mich. (pancake flour), 15 minutes daily except Sunday starting Oct. 18, through Rogers & Smith, Chicago; James Mfg. Co., Fort Atkinson, (Jamesway farm equipment) daily except Sunday, one minute announcements starting Oct. 18, through Wade Adv. Agency, Chicago; G. E. Conkey Co., Cleveland (feed) daily except Sunday announcements, starting Oct. 4 through Rogers & Smith; Campbell Cereal Co., Minneapolis (Malt-O-Meal) weekly quarter-hour program starting Oct. 2, through Mitchell-Faust, Chicago; Foley & Co., Chicago (Foley's Honey & Tar), quarter-hour programs daily except Sunday starting Oct. 11, through Lauessen & Solomon, Chicago Psychology Press Inc., St. Louis (Bernard-Perfumer) two-minute announcements thrice weekly through Sel

(*Continued on page 56*)

Refrigerator Campaign

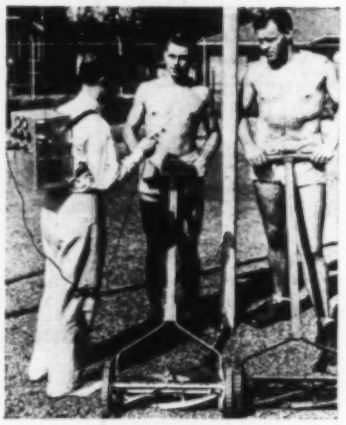
WITH Dallas and several other unnamed Southern cities selected as test markets, a cooperative advertising and sales campaign of national proportions is reported to be in the making on behalf of electric refrigerators. Purpose is said to be to offset the promotional efforts of the National Association of Ice Industries, a network radio advertiser. Whether radio will be used has not been indicated, but the campaigns are to run a month or more, then analyzed later in the fall with a view to a national campaign in the spring of 1938. Ralph H. Jones Co., Cincinnati, has the account.

MORE AFFILIATES ON THE WLW LINE

ADDITION of KWK, St. Louis, WBAL, Baltimore, and WOL, Washington, as affiliates of the WLW Line, effective this month, was announced Aug. 27 through Transamerican Broadcasting & Television Corp., exclusive representatives of the Line. In addition WJJD-WIND, Chicago, and WXYZ, Detroit, also have been announced as definite affiliates of the line for its commercial programs beginning in September. It was stated also that probably a few other stations would be aligned for the commercial program service. Other stations on the WLW Line, in addition to WLW, are KQV, Pittsburgh, WFIL, Philadelphia, and WHN, New York.

At Transamerican it was stated that no further plans for extending to the Twin Cities or the West Coast have crystallized and that further expansion of the project would be undertaken only when business warranted, thus avoiding needlessly heavy wire charges.

The line has eight to ten hours weekly sold for the fall, including Father Charles E. Coughlin for a full hour Sunday afternoons beginning Oct. 31 on all available stations plus the Quaker State Network fed through WFIL for 26 weeks. Sustaining programs of the line are available to all stations plus the New York Broadcasting System, through WHN.



PRE-SEASON TUNEUP — Under Kellogg sponsorship, home football games of Vanderbilt University for the third successive year will be broadcast over WSM, Nashville. Toting the pack transmitter is Jack Harris, WSM sports commentator, who will handle the series for the third successive year. He is testing the ultra-high frequency unit, which will be used during the season, in a conversation with Joe Agee, quarterback and 267-pound Alternate Captain "Baby" Ray, a tackle, who had the day's lawn manicuring assignment. Last year Kellogg used an extensive promotion campaign in connection with its broadcasts, including contest prizes of automobiles, fur coats, etc. The plans for this season have not yet been announced but are expected to be on the same large scale.

AN ANTIDOTE FOR COCKINESS

Audition Script for Jaunty Announcers Serves As Cheek-Pinker and Tongue Gnarler

BOB CUNNINGHAM, program director of KOIL, Omaha, has written an audition for aspiring announcers who show up a bit too "cocky". He has no intention of using this script as a standard test, but it serves to put the smart alecs in their places.

Thus far, it has been used mainly on the staff announcers, who read it "cold" before the regular announcers committee, with no idea of what they are in for. Cunningham's script follows:

Some aspirants regard an announcer's audition as a chance for a coup; others with all the apparent symptoms of the ague. However formidable it may appear to be, it is best to enter into it with all the savoir faire at your command; much as an Irishman enters a melee—to be enjoyed, win or lose. A bona fide announcer will do the best he can with words he doesn't know, and will try sincerely, even though he misses.

The comptroller of currency in any radio station hears many things about announcers which are refutable; but a man's status as an announcer is never improved by a listener's vagary, and often a machination, if repeated ad infinitum, will ricochet until it results in the final ultimatum for the announcer.

Confidence, with the paprika of energy added, is one of the surest ways to avoid being impotent in this profession. Here, too, caution must be used, since in the sacerdotalism of announcing, co-workers are prone to immerse an egotistic neophyte in the natatorium of ridicule. To avoid being embroiled in any such imbroglio, the newcomer should be bade to revere those who have precedence over him, and who regard KOIL as their alma mater and sanctuary.

En route to this estimable estate, via long hours and probably mediocre menus, the embryonic announcer must have inherent strength in his abdomen, viz., in order to cope with such men as Bizet, Paderewski, Benes, Mussolini, Petain, Lenin, Saint-Saens and Roosevelt; with such things as lingerie, eggs, programs, carnivora, news and exigencies.

Even in closing, not to jest, it's time to say this joust has just been marked "finis".

Old Gold Eyes Sports

P. LORILLARD Co., New York (Old Gold cigarettes), have taken an option for the 1938 Chicago Cubs and White Sox ball games broadcast over WGN, Chicago, by Bob Elson. The price for next year's games will be the same as this year's — $110,000. Lennen & Mitchell Inc., New York, is agency.

Networks Arrange Autumn Expansion

WITH the approach of the peak fall season, national and regional networks are devising expansion plans to embrace additional stations in new markets.

The most recent network affiliates are KMED, Medford, Ore., which on Sept. 15 joins the NBC-Pacific Coast Network, available to both the Red and Blue groups on the Coast, and KELO, Sioux Falls, S. D., new 100 watter on 1200 kc. The additions bring the total number of NBC stations to 138. KMED operates on 1410 kc. with 250 watts and is owned by Mrs. Blanche Virgin. Lee Bishop is manager. KELO is owned by Joseph Henkin, operator of KSOO in the same city.

KDAL, Duluth, Minn., becomes a CBS affiliate Sept. 5, according to an announced agreement between Dalton LeMasurier, KDAL general manager, and Herbert V. Akerberg, CBS vice-president. KDAL operates with 100 watts on 1500 kc. The station will be saluted by CBS Sept. 5 during a program featuring Frankie Masters and his orchestra. WEOA, Evansville, Ind., will also join CBS Sept. 5.

On Sept. 26, WGAR, Cleveland, leaves NBC to join CBS, with the present CBS outlet, WHK, taking its place as a basic NBC-Blue affiliate.

While Mutual is working on expansion plans in both the Pacific Northwest and the South Atlantic, no definite arrangements yet have been announced. Fred Weber, general manager, has been in negotiations with groups in both areas, although the Pacific Coast operations are being handled directly through Lewis Allen Weiss, general manager of Don Lee.

On Jan. 1, WRBC, current CBS outlet in Birmingham, will become a member of the NBC-Red South-central group, coincident with the switch of WAPI, Birmingham half-time clear channel station, to CBS. An application whereby WAPI would be leased by the three Alabama colleges owning it to a new corporation in which CBS would have a 45% interest, now is pending before the FCC for approval. WBRC operates with 5,000 watts day and 1,000 watts night on 930 kc., WAPI with 5,000 watts day and night on 1140 kc. The third Birmingham station, WSGN, on Aug. 1 joined NBC-Blue.

Twenty Get Nestle's

NESTLE'S MILK PRODUCTS Inc., New York (chocolate), will participate in *Co-operative Cooking Schools*, starting on or about Sept. 15 on 20 stations: WOR, Newark; WEEI, Boston; WTIC, Hartford; WJAR, Providence; WBEN, Buffalo; WHEC, Rochester; WGY, Schenectady; WSYR, Syracuse; WCAU, Philadelphia; WRC, Washington; WTAM, Cleveland; WJR, Detroit; WGN, Chicago; WCAE, Pittsburgh; KHJ, Los Angeles; KFRC, San Francisco; KSD, St. Louis; WCKY, Cincinnati; WBAL, Baltimore; and KSTP, St. Paul. The agency in charge is Cecil, Warwick & Legler Inc., New York.

KGGF, Coffeyville, Kan. regional, on Sept. 1 joins the Mutual Network. The station is owned by the publishers of the *Coffeyville Journal*.

To get 'em,
you've got to reach 'em

and the one station that
reaches all Iowa at once
is WHO

CENTRAL BROADCASTING CO., Des Moines

J. O. MALAND, Manager Phone--3-7147

National Representatives: FREE & PETERS, Inc.

New York Detroit Chicago Los Angeles San Francisco

WHO

Des Moines · Full Time · Clear Channel · 50,000 watts

CHIPS

from the station log

Corn Records Threatened

With a record corn crop assured, likewise a record crop-income, Iowans are out to set still another corn record—for the tallest individual cornstalk. This record is now at stake in the National Tall Corn Sweepstakes, jointly sponsored by Station WHO and the Iowa State Fair Board.

Originated by Col. Palmer

The idea of a tall-corn sweepstakes originated with Col. B. J. Palmer, president of the Central Broadcasting Company. Present accepted altitude record for cornstalks is 18 feet 5½ inches, set by a Scott County (Iowa) farmer in 1925.

Contest-entries have come by the hundreds from states throughout the cornbelt. Even Canada is represented. Judging of entries takes place September 1, at the Iowa State Fair. Cash awards total $400.

Income Gains Impressive

For corn-income, and for agricultural-income generally, Iowa sits in the golden chair. This table is significant:

IOWA CORN CROP

	Bushels	*Value*
1931	389,940,000	$136,479,000
1932	509,507,000	61,141,000
1933	455,000,000	141,050,000
1934	201,480,000	161,184,000
1935	373,388,000	231,501,000
1936	212,240,000	218,607,000
1937*	469,030,000	348,321,000

*U. S. Crop estimate, Aug. 1, 1937. Market value based on December corn on date when August estimate was released.

How to Cash in

The figures above tell their own story—a story of unusual sales opportunity for advertisers using WHO—the one radio station that reaches all Iowa at once.

Iowa does not live by corn alone. But income from this year's bumper crop, fed to animals going to market at 5-year-top prices, will provide extra funds that will be directly reflected in extra Iowa business.

WHO offers you the direct means of getting your increased share of this extra business.

WBLY, Lima, Purchased By Fort Industry Group

FORT INDUSTRY Co., owner and operator of WSPD, Toledo, on Aug. 19 applied to the FCC Broadcast Division for permission to purchase WBLY, Lima, O. The price was $27,000.

Now operated by Herbert Lee Blye, an attorney, WBLY, has been on the air since December of last year. It operates on 1210 kc. with 100 watts and is licensed for daytime operation only. J. H. Ryan vice-president and general manager, H. G. Wall, secretary and counsel, and E. Y. Flanigan, commercial manager, conducted negotiations for the transaction for Fort Industry. George B. Storer, Detroit broadcaster and industrialist, is president. Other stations identified with the Storer-Ryan interests are WWVA, Wheeling, and WMMN, Fairmont, W. Va. Mr. Storer also has a minority interest in KIRO, Seattle.

Drawn for BROADCASTING by Sid Hix

"Look, J. P., Some Chiseler Has Sent in a Reasonably Accurate Façsimile!"

163 Games on Atlantic Refining Grid Schedule . . . .

A TOTAL of 163 football games covering 21 complete schedules or complete home schedules is included in the Atlantic Refining Co. schedule for the autumn season, described by Joseph R. Rollins, advertising manager, as the most ambitious football schedule ever undertaken by a sponsor.

Besides the Atlantic Seaboard, the slate includes Ohio State in the Big Ten. The schedule includes a number of NBC and CBS stations not available last year when network policies kept them off the Atlantic list. In all, 65 stations will participate in the schedule and 21 announcers will work the programs, each having at least one assistant. Thus some 60 men will be required each week to provide the play-by-play accounts.

Last year Atlantic broadcast 112 games on 41 stations. The commercials this year will be brief and none will be announced during actual play, Mr. Rollins says. The list of games and stations was announced by N. W. Ayer & Son Inc., Philadelphia, as follows:

SEPT. 18

Clemson-Presbyterian at Clemson, N. C., WFBC.

SEPT. 24

Temple-V.M.I. at Philadelphia, WIP.
Citadel-Newberry at Charleston, S. C., WFBC.

SEPT. 25

Holy Cross-St. Anselms at Worcester, Mass., WEEI WORC WDRC WPRO WMAS.
Cornell-Penn State at Ithaca, N. Y., WTAG WTIC WJAN WFBL WHKC WGR WIBX WNBF WESG WOKO KYW WOR.
Boston College-Northeastern at Boston, Mass., WBZ WBZA.
Pittsburgh-Ohio Wesleyan at Pittsburgh, Pa., WCAE WFBG WTBO WLEU.
Richmond-Randolph-Macon at Richmond, Va., WRVA.
Virginia-Hampton-Sydney at Charlottesville, WRNL WCHV WLVA WBTM WGH WDBJ WSVA.
Maryland-St. Johns at College Park, Md., WBAL WJEJ.
Georgia-Oglethorpe at Athens, Ga., WSB WTOC WRDW.
Ohio State-Texas Christian at Columbus, Ohio, WHK WHKC WADC WSPD.
La. State-Florida at Baton Rouge, La., WJAX WIOD WRUF

OCT. 1 (Friday Night)

Temple-Mississippi at Philadelphia, Pa., WIP.

OCT. 2

Holy Cross-Providence at Worcester, Mass., WEEI WORC WDRC WPRO WMAS.
Cornell-Colgate at Ithaca, N. Y., WTAG WTIC WJAR WFBL WHKC WGR WIBX WNBF WESG WOKO.
Boston College-Kansas State at Boston, Mass., WBZ WBZA.
Carnegie-N.Y.U. at Pittsburgh, Pa., WOR KDKA.
Syracuse-Clarkson at Syracuse, N. Y., WGY WHAM WBEN WSYR.
Pennsylvania-Maryland at Philadelphia, Pa., WCAU WHP WBRE WGBI WCBA WBAL WPG WKOK WJEJ.
W. Virginia-Pittsburgh at Morgantown, W. Va., WCAE WFBG WLEU WTBO.
Fordham-F. & M. at New York City, WGAL WORK.
Lafayette-Muhlenburg at Easton, Pa., WEST.
Albright-Geneva at Reading, Pa., WRAW.
Ursinus-Delaware at Collegeville, Pa., WDEL.
Villanova-P. M. C. at Villanova, Pa., KYW.
Washington & Lee-Richmond at Lexington, Va., WBTM WCHV WDBJ WGH WLVA WRNL WRVA WSVA
S. Carolina-Georgia at Columbia, S. C., WFBC WRDW WSB WTOC.
Ohio State-Purdue at Columbus, Ohio, WHK WADC WHKC WSPD.
Davidson-Duke at Davidson, N. C., WBT WDNC.
Florida-Stetson at Gainesville, Fla., WJAX WIOD.

OCT. 8 (Friday Night)

Temple-Florida at Philadelphia, Pa., WIP WJAX WRUF WIOD.

OCT. 9

Holy Cross-Georgetown at Worcester, Mass., WEEI WORC WDRC WPRO WMAS.
Pitt-Duquesne at Pittsburgh, Pa., WOR WCAE WLEU WFBG WTBO.
Syracuse-St. Lawrence at Syracuse, N. Y., WGY WSYR WHAM WBEN.
Princeton-Cornell at Princeton, N. J., WESG WFBL WGR WHEC WIBX WNBF WOKO.
Purdue-Carnegie at Lafayette, Ind., KDKA.
F. & M.-Drexel at Lancaster, Pa., WGAL WORK.
Gettysburg-Lafayette at Gettysburg, Pa., WEST.
C. C. N. Y.-Albright at New York City, WRAW.
Rutgers-Delaware at New Brunswick, N. J., WDEL.
Duke-Tennessee at Durham, N. C., WRVA WBT WDNC.
Villanova-Auburn at Philadelphia, Pa., KYW.
V.M.I.-Davidson at Lexington, Va., WBTM WCHV WDBJ WGH WLVA WRNL WSVA.
W. Maryland-Maryland at Baltimore, Md. WBAL WJEJ.
Furman-N. Car. State at Greenville, S. C., WFBC.
Georgia-Clemson at Athens, Ga., WSB WTOC WRDW.
Ohio State-S. California at Los Angeles, Cal. WADC WHK WHKC WSPD.

OCT. 12 (Columbus Day)

Boston College-Temple at Boston, Mass., WBZ WBZA WIP WTIC WJAR WTAG.

OCT. 16

Holy Cross-Georgia at Worcester, Mass., WEEI WORC WDRC WPRO WMAS.
Carnegie-Notre Dame at Pittsburgh, Pa., WTAG WTIC WJAR WOR WCAU WHP WBRE WGBI WCBA WKOK WPG KDKA WGY WHAM WBEN WFBG WLEU WBZ WBZA WTBO.
Cornell-Syracuse at Ithaca, N. Y. WFBL WSYR WHEC WOR WIBX WNBF WESG WOKO.
Fordham-Pitt at New York City, WCAE.
F. & M.-Muhlenburg at Lancaster, Pa., WGAL WORK.
Georgetown-Lafayette at Washington, D. C, WEST.
Ursinus-Albright at Collegeville, Pa., WRAW.
Delaware-American Univ. at Newark, Del., WDEL.
Richmond-V.M.I. at Richmond, Va., WRVA.
Villanova-Manhattan at Brooklyn, N. Y., KYW.
Virginia-Maryland at Charlottesville, Va., WBAL WBTM WCHV WDBJ WGH WLVA WRNL WSVA WJEJ.
Citadel-Furman at Charleston, S. C., WFBC.
Georgia Tech-Duke at Atlanta, Ga., WBT WDNC WSB WTOC WRDW.
Florida-Sewanee at Gainesville, Fla., WJAX WIOD WRUF.

OCT. 21 (Thursday)

S. Carolina-Clemson at Columbia, S. C., WFBC.

OCT. 22 (Friday Night)

Temple-Carnegie at Philadelphia, Pa., WIP WWSW.

OCT. 23

Holy Cross-W. Maryland at Worchester, Mass., WEEI WORC WDRC WPRO WMAS.
Boston College-U. of Detroit at Boston, Mass., WBZ WTAG WTIC WJAR WBZA.
Colgate-Duke at Hamilton, N. Y., WOR WBFL WHRC WGR WIBX WNBF WESG WOKO KDKA WRVA WBT WDNC.
Maryland-Syracuse at Baltimore, Md., WGY WSYR WHAM WBEN WBAL WJEJ.
Penn-Georgetown at Philadelphia, Pa., WCAU WHP WBRE WGBI WCBA WKOK, WPG.
Pitt-Wisconsin at Pittsburgh, Pa., WCAE WFBG WTBO WLEU WOR.
F. & M.-P. M. C. at Lancaster, Pa., WGAL WORK.
Villanova-Bucknell at Philadelphia, Pa., KYW.
N. Y. U.-Lafayette at New York, WEST.
Albright-Moravian at Reading, Pa., WRAW.
Delaware-Dickinson at Newark, Del., WDEL.
Virginia-V. M. I. at Charlottesville, Va., WBTM WCHV WDBJ WGH WLVA WRNL WSVA.
Furman-Presbyterian at Greenville, S. C., WFBC.
Georgia-Mercer at Athens, Ga., WSB WTOC WRDW.
Ohio State-Northwestern at Columbus, Ohio, WSP WADC WHK WHKC.
Miss. State-Florida at State College, Miss., WJAX WIOD WRUF.

OCT. 29 (Friday)

S. Carolina-Citadel at Orangeburg, S. C., WFBC.

OCT. 30

Holy Cross-Temple at Worcester, Mass., WEEI WORC WDRC WIP WPRO WMAS.
Penn-Navy at Philadelphia, Pa., WTAG WTIC WJAR WCAU WHP WBRE WGBI WGBA WKOK WPG WBAL WJEJ.
Boston College-N. C. State at Boston, Mass., WBZ WBZA.
Cornell-Columbia at Ithaca, N. Y., WGR WFBL WHEC WIBX WNBF WESG WOKO WGR.
Syracuse-Penn State at Syracuse, N. Y., WGY WSYR WHAM WBEN.
Pitt-Carnegie at Pittsburgh, Pa., WCAE KDKA WTBO WFBG WLEU.
Lafayette-F. & M. at Easton, Pa., WGAL WORK WEST.
Albright-Bucknell at Reading, Pa., WRAW.
Delaware-St. Johns at Newark, Del., WDEL.
Washington & Lee-Duke at Lexington, Va., WRVA WBT WDNC.
Virginia-Wm. & Mary at Charlottesville, Va., WRNL WCHV WLVA WBTM WGH WDBJ WSVA.
Clemson-Wake Forrest at Clemson, S. C., WBFC.
Tennessee-Georgia at Knoxville, WSB WTOC WRDW.
Vallanova-Detroit at Detroit, KYW.
Maryland-Florida at College Park, Md., WJAX WIOD WRUF.
Chicago-Ohio State at Chicago, Ill., WHK WHKC WADC WSPD.

NOV. 6

Holy Cross-Colgate at Worcester, Mass., WEEI WORC WDRC WPRO WMAS WOR WFBL WHEC WGR WIBX WNBF WESG WOKO.
W. Maryland-Boston College at Baltimore, Md., WBZ WTAG WBZA WBAL WJEJ.
Penn.-Penn. State at Philadelphia, Pa., WTIC WJAR WCAU WHP WBRE WGBI WCBA WKOK WPG.
Syracuse-Western Reserve at Syracuse, N. Y., WGY WSYR WHAM WBEN.
Temple-Michigan State at Philadelphia, Pa., WIP.
Notre Dame-Pitt. at Notre Dame, Ind., WCAE WFBG WTBO WLEU.
Carnegie-Duquesne at Pittsburgh, Pa., KDKA.
Ursinus-F. & M., Collegeville, Pa., WGAL WORK.
Lafayette-Rutgers at Easton, Pa., WEST.
Albright-La Salle at Reading, Pa., WRAW.
Delaware-P. M. C. at Atlantic City, N. J., WDEL.
Richmond-V. P. I. at Richmond, Va., WRVA.
Villanova - Marquette at Philadelphia, Pa., KYW.
Washington & Lee-Virginia at Lexington, Va., WBTM WCHV WDBJ WGH WLVA WRNL WRVA WSVA.
Furman-Bucknell at Greenville, S. C., WFBC.
Duke-Wake Forrest at Durham, N. C., WBT WDNC.
Florida-Georgia at Jacksonville, Fla., WSB WTOC WRDW WJAX WIOD WRUF.
Ohio State-Indiana at Columbus, Ohio, WADC WHK WHKC WSPD.

NOV. 11

Boston U.-Villanova at Boston, Mass., WIP.
Texas Tech.-Duquesne at (Western Union Reconstruction), WWSW.

NOV. 13

Brown-Holy Cross at Providence, R. I., WDRC WEEI WMAS WORC WPRO.
Dartmouth-Cornell at Hanover, N. H., WBZ WBZA WTAG WTIC WJAR WFBL WHEC WGR WIBX WNBF WESG WOKO KYW.
Pitt.-Nebraska at Pittsburgh, Pa., WOR WCAE WFBG WTBO WLEU WBAL WJEJ.
Columbia-Syracuse at New York City, WGY WSYR WHAM WBEN.
Bucknell-Temple at Lewisburg, Pa., WIP.
Pennsylvania-Michigan at Philadelphia, Pa., WCAU WHP WBRE WGBI WCBA WKOK WPG.,
Mich. State-Carnegie at E. Lansing, Mich., KDKA.
F. & M.-Geneva at Lancaster, Pa., WGAL WORK.
Lafayette-W. & J. at Easton, Pa., WEST.
Albright-Lebanon Valley at Reading, Pa., WRAW.
Drexel-Delaware at Philadelphia, Pa., WDEL.
Duke-N. Carolina at Durham, N. C., WRVA WBT WDNC.
Virginia-V. P. I. at Charlottesville, Va., WRNL WCHV WLVA WBTM WGH WDBJ WSVA.
S. Carolina-Furman at Columbia, S. C., WFBC.
Georgia-Tulane at Athens, Ga., WSB WTOC WRDW.
Florida-Clemson at Gainesville, Fla., WJAX, WICD, WRUF.
Ohio State-Illinois at Columbus, Ohio, WHK WHEC WADC WSPD.

XUM

"How I met my Husband"
Of course you remember how you met your husband.
Tune to WLS at 11:45 A.M. Tuesdays and Fridays and learn how your neighbor's romance started.

Another WLS *Plus* Service

A WLS Commercial program changed time,— The accompanying advertisement went into more than a *million homes* on the pages of the WLS magazine "Stand By" and on the pages of the Chicago Downtown Shopping News....

WLS

THE PRAIRIE FARMER STATION
1230 WASHINGTON BLVD. CHICAGO
BURRIDGE D. BUTLER, President GLENN SNYDER, Manager
National Representatives: JOHN BLAIR and COMPANY

KOY THE VOICE of ARIZONA
1000 WATTS
DAY and NIGHT
CBS Affiliate
PHOENIX ARIZONA
BURRIDGE D. BUTLER, Chairman
FRED A. PALMER, Manager

XUM

Networks Search for Studios To Stage Hollywood Programs

Development of Film Colony Emanations Causing Shortage of Facilities; New Studios Planned

CONCERN is being shown by Pacific Coast network executives over the problem of insufficient facilities to handle the heavy schedule of sponsored programs to emanate from Hollywood this fall. Late summer finds every department being tuned up for the critical period. Problem is not actually how to handle the various network shows, but where to place them for origination.

NBC executives, with more than a score transcontinental and Pacific Coast shows to originate from Hollywood, are shopping in earnest for theatres to house programs calling for audiences. The network has leased Sound Stage 3 at Warner Bros. Studios on Sunset Blvd., and is spending several thousand dollars remodeling it into a broadcast theater. Work is being rushed to have it completed by Sept. 7 for the new fall *Packard Hour*, which is to emanate from there. The *Tyrone Power* broadcast, which starts Oct. 3, under sponsorship of John H. Woodbury Co., and *Standard Symphony* sponsored by Standard Oil Co., when originating from Hollywood are slated for the new theatre.

Building Big Stage

Alterations to the sound stage include construction of a stage capable of handling a cast of approximately 1000 persons, installation of a control room and seating equipment for 400 persons. When completed NBC will have seven studios, including four audience theatres, but this will not be enough to accommodate, as many shows have repeat broadcasts. NBC also rents three times weekly from Warner Bros. the 400 seat KFWB studio-theater which is said to be mechanically perfect. This house was formerly used also by CBS for rehearsals. Gus Edward's *School Days of the Air*, sponsored by Los Angeles Soap Co., on the CBS-Pacific network emanates from KFWB's studio-theatre.

CBS which owns the Radio Playhouse on Vine Street, leases the Music Box Theatre on Hollywood Blvd., the Wilshire-Ebell Theatre on Wilshire Blvd., and Hollywood Women's Club on Hollywood Blvd., is also looking for additional audience accommodations as the heavy fall deluge will tax the facilities of the four houses to capacity. CBS will be forced again to use the Figueroa Playhouse in downtown Los Angeles, but with a Hollywood sign-off. The Al Pearce program, *Watch the Fun Go By*, sponsored by Ford Motor Co., is scheduled to emanate from there Sept. 7.

With 13 transcontinentals now originating from Hollywood, CBS will have *Al Jolson* (Rinso-Lifebuoy) back on Sept. 7; *Lux Radio Theatre* (Lux), Sept. 12; *Eddie Cantor* (Texaco), Sept. 18; *Jack Oakie Camel Caravan* (Camel cigarettes), Sept. 28, with this show resuming a full hour. On Oct. 3 CBS swings into high gear with three new shows originating from Hollywood. They are *Joe Penner* (Cocomalt); *Jeannette MacDonald* (Vicks), and *Silver Theatre* (Rogers Bros.). Both the Campbell Soup Co. shows, *Hollywood Hotel* and *Ken Murray-Oswald*, are scheduled to continue. Likewise *Hal Kemp* orchestra for Chesterfield cigarettes. Phil Baker, under sponsorship of Gulf Corp. is scheduled to bring his aggregation to Hollywood, and Kate Smith will also be heard from that city. Several new strictly Pacific Coast shows are also on the CBS fall schedule.

The rush of NBC Hollywood emanations got under way Aug. 15 with nine broadcasts, both transcontinentals and Pacific Coast, giving the network's facilities a preliminary test of what is in store for fall. The Aug. 15 schedule included *The Magic Key of RCA; Chase & Sanborn Hour; One Man's Family* (Tender Leaf Tea); *Werner Janssen* (Fleischmann's Yeast); *Our Neighbors With Jerry Belcher;* two *Walter Winchell* (Jergens) and two *Welch Presents Irene Rich* (grape juice), broadcasts.

Other programs on the weekly schedule include *Burns & Allen* (Grapenuts); *Amos 'n' Andy* (Pepsodent); *Lum & Abner* (Horlick's); *Jimmy Fidler* (Procter & Gamble); *Kraft Music Hall* (Kraft cheese) and *Maxwell House Showboat* (coffee). The *Jack Benny* (Jello) and *Marion Talley* (Ry-Krisp) broadcasts are among those to be resumed this month. Then there will be *Rudy Vallee* (Royal), the new *Lanny Ross* (Packard); *Tyrone Power* (Woodbury) and *Baker's* (Stan. Brands) broadcasts. Practically all of these programs have a repeat broadcast. *Olsen & Johnson* (Richfield oil); *Thrills*, (Union oil); *Gilmore Circus* (Gilmore oil) and at least a half-dozen other shows for Pacific Coast release only are also scheduled.

NBC May Speed Plans

Faced with such a heavy schedule, it is generally believed on the West Coast that NBC will speed up the long-waited announcement on its Hollywood expansion plans. With NBC leasing the Warner Bros. sound stage for a broadcast studio, talk is being circulated that a deal is on between the two for the network to acquire a parcel of the motion picture company's property on Sunset Blvd. and erect new headquarters. Although denied by NBC, it is also reliably reported that the network will purchase an entire city block in the heart of Hollywood and erect studios and executive offices adequate to supply the demands.

Land involved in the transaction is owned by Paramount Pictures Inc., and is bounded by Sunset Blvd., Selma Ave., Vine St. and Argyle Ave. It is understood that the property is actually being purchased by the Times Mirror Co., a corporation publishing the *Los Angeles Times*. Report is that NBC will take over the site from that concern. Deal has been pending for sometime and according to information, papers have been signed and details are now being worked out.

Don E. Gilman, NBC western division vice-president, refused to confirm details of the reported transaction although he did admit that the location was among several sites under consideration. "We are still negotiating for that and other Hollywood properties," he said. "We have not closed any deal for any properties."

The site is only a few blocks from the new CBS studio executive building now being erected at a cost of approximately $2,000,000 on Sunset Blvd. and El Centro Ave. Announcement on the part of NBC as to its future plans centers around disposal of its present headquarters. Negotiations between Don Lee Broadcasting System and NBC for the former to take over the Melrose Ave. property have been under way for some weeks and appear to be nearing crystallation [BROADCASTING, July 1].

Don Lee Expansion

Lewis Allen Weiss, general manager of the Don Lee network, Los Angeles, on Aug. 4 made a formal offer to NBC to purchase the equipment and lease. It is understood that the offer was favorably received by Mr. Gilman who forwarded it to NBC New York executives for final consideration. Deal provides for the taking over of NBC's lease which has 3½ years to run and an additional option of five years more. Sale figure was not revealed.

Don Lee network, with a heavy production program servicing its rapidly growing affiliated group and the Mutual Broadcasting System, of which it is the Pacific Coast outlet, is faced with the necessity of expanding physical properties immediately. The NBC Hollywood quarters are considered adequate to meet the needs. Don Lee network will strengthen its hold on the Pacific Coast audience early this month with a chain of 22 stations stretching from Seattle to San Diego. Eleven new affiliates will be added to the present chain of 11 stations. This will make the Don Lee-Mutual network top rank in station affiliations in California, Washington, Oregon.

Mr. Weiss would not disclose the call letters or ownership of the new affiliates, stating that announcement would be made shortly and explained that several details are yet to be worked out.

Morgan to M-G-M

BREWSTER MORGAN, for the past year a CBS New York producer, has been signed by Metro-Goldwyn-Mayer Studios, as an associate producer and is scheduled to report to his new Hollywood assignment the first week in October. Morgan in July was sent to Hollywood to direct the recent CBS Shakespearean cycle and returned to New York to present the final of the series, *Twelfth Night*, from that city Aug. 30. He was radio director of N. W. Ayer & Son Inc., New York, before joining CBS and produced several of the agency's network shows. He gained considerable note as the first American Rhodes scholar to direct Shakespeare at the Oxford Theater, England, and also has had experience in legitimate productions on Broadway.

Grabhorn Named to Head KEHE; Juneau Directing Hearst West Coast Plant

Mr. Grabhorn

FORD BILLINGS, director of Hearst Radio Inc. activities on the West Coast, on Aug. 8 announced the appointment of Murray B. Grabhorn, formerly vice-president of John Blair & Co., station representatives, as manager of KEHE, Los Angeles. The appointment, effective Sept. 1, allows Billings, who temporarily had filled the KEHE managership in addition to his other duties, to devote his full time to managing the California Radio System and directing Hearst Radio's West Coast activities.

At the same time Clarence Juneau, for more than a year assistant manager of KEHE, was advanced to a new post, that of general superintendent of plant and operations of Hearst Radio on the West Coast, with headquarters in Los Angeles.

Grabhorn is a native Californian, who had been affiliated with several stations there including KHJ, Los Angeles, and KFRC, San Francisco. In both places he held the position of sales manager. He recently resigned the vice-presidency of John Blair & Co., in charge of its New York office. KEHE's new manager spent the last two weeks in August in New York and was to arrive in Los Angeles with his family Aug. 30 to take active charge of KEHE.

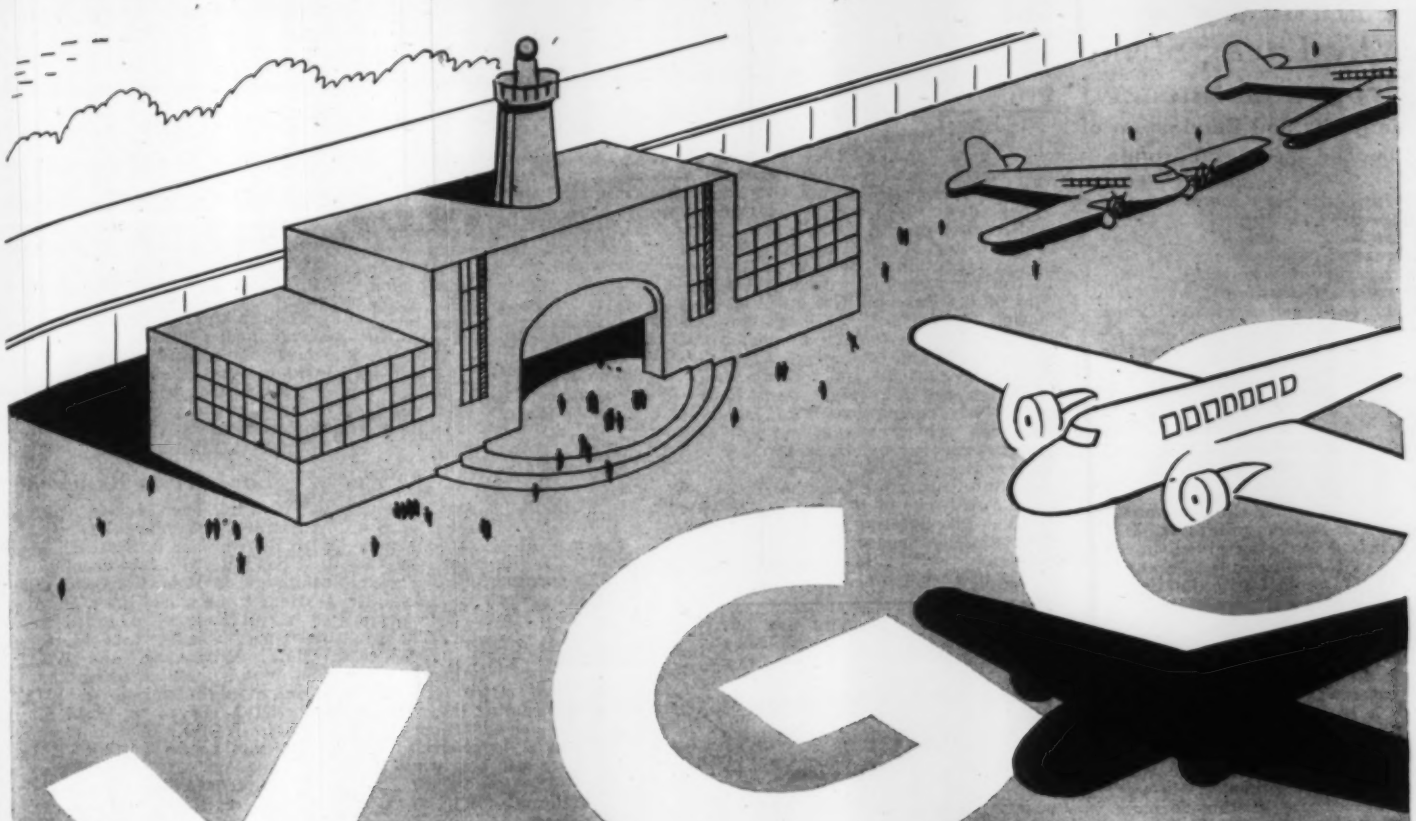
Devoe Spot Plans

DEVOE & RAYNOLDS Co. Inc., New York (paint), for its subsidiaries, Peaslee-Gaulbert Co., Louisville, (P-G Paint) and Wadsworth-Howland & Co., Malden Mass. (Bay State Paint), will use 45 stations in its fall spot campaign. For Wadsworth-Howland, the campaign begins Sept. 6, using 13 five-minute WBS discs, to be aired twice weekly. The stations are WEEI, WCSH, WGY, WJAR, WSYR, WNBF, WFEA, WSB, WJAX, and WFLA-WSUN. For Peaslee-Gaulbert, the schedule calls for 13 one-minute WBS discs, three times a week, beginning Sept. 13, on WMAZ, WEOA, WFBM, WSFA, WGPC, WSM, WJSV, WRVA, WPTF, WBT, WSAZ, WCHS, WHAS, WFBC, WIS, WSB, WTOC, WFLA-WSUN, WQAM, WAPI, WALA, WMC, WJAX, WNOX, WJDX, WFOR, KTHS, KELD, WWL, KWKH, WFAA, KPRC, WOAI, KRLH and KRGV. Agency is J. Stirling Getchell Inc., New York.

Prof. Quiz for Nash

NASH MOTORS Division of Nash-Kelvinator will assume sponsorship of Kelvinator's *Professor Quiz* program on CBS, starting Sept. 4, Saturdays, 9-9:30 p. m. The program was originated by John Heiney of the *Washington Post*, and formerly with KSO, Des Moines. Bob Trout replaces Arthur Godfrey as announcer of the program, placed by Geyer, Cornell & Newell Inc., Nash-Kelvinator agency.

XUM



KGO

ADVERTISER'S LANDING FIELD ...for a prosperous market

7,500 WATTS
KGO
SAN FRANCISCO

TOPS IN SPOT

Happy landings are the rule for advertisers on KGO. This popular NBC station, serving a population which spends more per capita than any other area in the country, flies a straight course to sales . . . consistently.

A Pacific Coast Blue Network Station
Completely Programmed by NBC

XUM

A Music Formula: Why Lucky Strike Programs Succeed

Simplicity and Elimination of Doodads Basis of Formula

George Washington Hill, President of American Tobacco Co., and his "Lucky strike" shows have already ranked tops among radio sponsors and his recently inaugurated Wednesday Night "Hit Parade" series on NBC has been hailed as outstanding in the history of radio presentations. Here Harry Salter, director of the show, sets forth a musician's interpretations of Hill's credos for a musical broadcast.

By HARRY SALTER

When I first received my contract to conduct the orchestra on the *Hit Parade* programs, I was surprised by being given, in addition, a formula.

The formula was a detailed outline for musical presentation. Now my surprise was that of a doctor to whom a patient had arrived with a complete file of prescription for his own treatment. Even greater was my surprise when, after a little thought, I found that the patient's formula was so simple and fundamental in its approach that all doctors would do well to look to it for guidance.

The success of this formula is best evidenced in the fact that the *Hit Parade* is tops for orchestras in as critical a survey as the Crossley rating. The best comment I can make on the formula devised by sponsor George Washington Hill is to set it down briefly.

Straight to the Point

The first instruction is to get to your point quickly by eliminating introductions. Musicians have been using these before going into their actual musical subject without questioning whether or not the introduction added anything to a musical performance.

Most musical introductions are not necessary to radio. In recording for the phonograph where the turntable must revolve several times to allow the needle to adjust properly into the groove of a record, introductions are used to fill this probable loss. They are also a sort of musical trailer which prepares the listener for the real subject which follows.

In radio however, the "get ready" opening bars are not needed. As a matter of fact, I have learned that the radio audience often actively resents this musical meandering.

Shorten the Modulations — For practical purposes a modulation may be defined as a bridge to get from one chorus to another. Very often arrangers forget that a bridge should be the shortest distance between two points; and they take a musical walk so long that the audience no longer cares whether they get to the other side or not.

Stress the Melody—Too many musicians play for each other instead of their audience and adorn their performances with musical furbelows that all but disguise the melody of the song they are playing. The public doesn't appreciate the arranger's skill when it cannot recognize the song behind its musical mustache. Listeners are not concerned with musician's fancy tricks. Its the tune to which they dance and sing.

Use Only the Chorus—Ask yourself or any of your friends to hum the verse of any of a dozen song hits.

Soften the Coda — The word "coda" is from the Latin "cauda" which means tail. That's exactly what it is—the tail of a musical composition. Now radio audiences want a short stubby tail like a Scottie's on their music, not the long, twisting, flourishing caudal appendage of the monkey. Fifty years ago, Viennese composers wrote codas that went on and on, but these long-winded musical farewells tend to bore even the most hospitable listener today.

Too Much Disguise

Until the merits of the pioneering activities of the *Hit Parade* proved themselves, complicated performances of popular music were heard widely on the networks. Half of the time it was difficult to tell whether Brahms or Berlin was being played.

"Alabamy Bound" sounded like a Handel oratio. "Dinah" assumed a musical dress which might have been designed by Debussy instead of one of our jazz couturiers. "Frankie and Johnnie" pranced out of the loudspeaker trying to look like "Samson and Delilah."

A rare exception was Guy Lombardo who has consistently been unaffected by fads. He stood fast by his keynote of "accent on truth" dance tunes presented in a simple melodic manner which is faithful to the original. His unflagging popularity is further evidence that tuner-inners want their music down to earth.

The composer after all has some rights in the melody he has written. Mr. Hill's formula is a Bill of Rights for the song scrivener.

If he has written a melody which the public enjoys and hums and dances to, what right has an orchestra leader so to distort that it is sometimes difficult to recognize it.

To sum up, the *Hit Parade* sponsor simply asks us to reduce things to their least common denominator, to treat the song hits simply, effectively and without lost motion.

A SOCK FROM SALSINGER

Veteran Detroit News Sports Editor Offers Candid Comment on Baseball Game Broadcasts

A BITING attack on the commercials used during the baseball broadcasts sponsored by General Mills and Socony-Vacuum Oil Co. appeared in the *Detroit News* in mid-August in the columns of its sports editor, H. G. Salsinger. One of the outstanding baseball writers in the country and former president of the Baseball Writers Association, Salsinger has himself frequently been invited to broadcast for sponsors and otherwise but has always scorned the microphone.

He rapped sharply what he called "advertising tripe" and verbal mush" which intersperses play-by-play reports of Detroit Tiger ball games. The attack was the more interesting because the *News* owns WWJ, one of the two Detroit stations broadcasting games under General Mills sponsorship.

In addition to his caustic remarks in his column, Mr. Salsinger wrote the story of the ball game during two consecutive days "in the radio manner". A mythical strength-giving product, Grippo, was the main subject matter of the reports, and the actual relating of what happened at the game was much subordinated to discussions of the virtue of "Grippo", along with player testimonials for it. The heading of the article was typical of the spirit in which it was written—

Who Won The Game?
Grippo Always Wins
Tigers Lead—Hurray for Grippo!
Browns Come From Behind—
Hurray for Grippo!

The Tiger ball games this year are being co-sponsored by General Mills on behalf of "Wheaties" and by the White Star division of Socony-Vacuum Oil Co. Salsinger complimented White Star for its share of the sponsorship. He said:

"In recent years the baseball broadcasts from Navin Field were sponsored by White Star. The so-called commercials of the White Star people were intelligent and dignified. As a result of their method of broadcasting they helped baseball and helped themselves also, for their style won friends for the sponsors and also won customers.

Rattlesnake Oil

"This year White Star had to share the broadcasts with the breakfast food outfit, and as a result the radio reports of Navin Field games have sunk to the level of country fair midways and medicine shows."

In another part of his column, Salsinger remarked of "the breakfast food outfit" that "the plugs they demand are more frequent, prolonged and bizarre than the plugs of a wagon show barker extolling the virtues of rattlesnake oil."

The writer criticized the American League for not exercising greater control over the situation. "This year," said Salsinger, "the American League introduced a new official with the title of radio coordinator. The radio coordinator's chief duty, as we understand it, is to censor the commercials of the sponsors of baseball broadcasts and see that they are kept within dignified limits, but strangely enough the baseball broadcasts this year have passed all limits. They were never before as bizarre and blatant, and as stupid, as they have been this season."

Officials at WWJ had nothing to comment on the appearance of the article. They said there is no censorship of editorial department work at the *News*, and that they had no control over the situation. They added that they knew nothing of the article until they saw it in print.

Salsinger said that in recent weeks both Ty Tyson of WWJ and Harry Heilmann of WXYZ have been censured for not "ad libbing" enough commercials during slack moments of the game. Said Salsinger:

"The Messrs. Tyson and Heilmann believed they were giving the radio audience a pain in the neck as it was and were heartily ashamed of themselves, but not so the sponsors. Why, they even discovered that one of the Navin Field broadcasters had allowed a 15-second pause and this was unthinkable; he should have taken up the 15 seconds with some re-hashed slush about the breakfast food. So, at least, they told him.

"For the present medicine show type of baseball broadcasts you should, least of all, blame the Messrs. Tyson and Heilmann.

"You should not blame White Star, who, through an economic demand, were compelled to admit the breakfast food outfit as co-sponsors.

"You should not blame the Detroit baseball club, who are as sick of the sour business as you are.

"If any blame is to be attached it should go to the American League office that leaves the balderdash apparently uncensored and unbridled.

"We wonder what the late Byron Bancroft Johnson would say on hearing the current honky-tonkish air reports of ball games in the league that he founded and promoted to a point where baseball appealed to decent and intelligent citizens!"

Sherwood Heads KCMO

Mr. Sherwood

APPOINTMENT of Larry Sherwood, former public events and public relations director of KMBC, Kansas City, as manager of KCMO, Kansas City, was announced Aug. 18 by Lester E. Cox, executive head of the station. He succeeds A. F. Schliecker. Mr. Sherwood started in radio a dozen years ago and is a graduate of the Shenandoah Conservatory and the University of Kansas. He is prominent in music and dramatic circles of Kansas City and has worked in practically every branch of the radio business.

Look Tests Radio

LOOK Inc., Des Moines (picture magazine), has placed its account with Schwimmer & Scott, Chicago, and has started a late evening test campaign on 10 stations with other stations to be added later. On Aug. 16 a full hour of recorded music six times weekly was begun on WTMJ, Milwaukee, and WGAR, Cleveland. *Look* is using the 11 p. m.-midnight period on WTMJ and the 11:15 p. m.-12:15 a. m. hour-on WGAR. A similar program was begun on KRNT, Des Moines, Aug. 20. In addition to these three studio programs, minute transcriptions were started Aug. 23 on KFI, WCAU, WJR, KSO, KWK and WNAC. The transcriptions, dramatized commercials, are broadcast nightly between 10:30 p. m. and midnight and give details of a contest which *Look* is running.

Ting Tests in Chicago

PHARMA-CRAFT Corp., Louisville, (Ting athlete's foot remedy) started a test program on WMAQ, Chicago, Aug. 18, with the possibility that other stations will be used if the program is successful. Quarter-hour sports featuring Norman Ross every Wednesday at 9:45 p. m. are being used on WMAQ. Young & Rubicam Inc., New York, is agency.

Here's a message of real interest for National Advertisers. Statistics show that 62 National Advertisers used WTIC for spot radio programs during the first quarter of 1937, giving WTIC sixth place in America. Statistics also show that these National Advertisers secured an average of 149% more coverage in the Hartford market than those using the second station. No wonder sales minded advertisers are placing more and more programs with WTIC. 24% more families own radios in the Hartford market than in the country at large. Equally important, Government figures show that the WTIC market of Connecticut, western New York, eastern Massachusetts, Vermont and New Hampshire has 15% more spendable income, 23% more retail sales, and 50% more food sales per capita than the national average. That's why smart advertisers are cultivating the close to 4,000,000 rich and easily reached prospects in WTIC's primary and secondary coverage areas.

Write today for our new 32 page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market

WTIC

50,000 WATTS
HARTFORD, CONN.

THE TRAVELERS BROADCASTING SERVICE CORP.

Member NBC Red Network and Yankee Network

Paul W. Morency, General Manager

James F. Clancy, Business Manager

National Representatives: Weed & Co.

CHICAGO DETROIT NEW YORK

Congress Ignored Radio Bills But Used Some Harsh Words

Over 50 Bills Are Resting in the Pigeonholes; Await January Unless Congress Meets Earlier

RADIO took severe verbal lashings during the first session of the 75th Congress which adjourned sine die Aug. 21, but no legislation affecting it seriously was enacted.

In all some 50 bills and resolutions affecting radio were introduced during the eight-month session, the most significant dealing with investigations of various aspects of radio regulation, primarily FCC activity and purported monopolistic tendencies in broadcasting.

Congress wound up with a garrison finish on radio. Several bills and resolutions were dumped into the hopper during the waning days of the session. Congressional oratory on the subject reached a new all-time peak as the FCC, the industry, and even personalities in it were subjected to a brand of tongue-lashing never before experienced. The growing importance of broadcasting in the national sphere was reflected in this political deluge.

Demand for Inquiry

As a matter of fact, practically the last official act of the Senate prior to its sine die adjournment was to confirm Comdr. T. A. M. Craven, chief engineer of the FCC, as a member of that agency. His confirmation was used as a vehicle for a new airing of broadcasting, particularly with reference to demand for a thorough-going fact-finding study of the existing law and its administration.

All bills now on the legislative calendar in both the House and Senate retain their places. The next session, to convene Jan. 3, will be the second session of the 75th Congress and will pick up where the old session stopped.

There is, of course, a strong possibility that a special session will be called by President Roosevelt in November which would mean an earlier start on the calendar bills.

An investigation along the lines of the White resolution appears to be in the offing. The Senate Interstate & Foreign Commerce Committee, just before the close of the session, reported favorably this far-reaching resolution. A $25,000 appropriation for hiring of counsel and payment of current expenses was blocked, however, when the Committee on Audit and Control failed to act. Final debate in the Senate in connection with the White Resolution indicated a general disposition to launch the inquiry at the next session.

Besides the unprecedented volume of resolutions and bills for investigations, there were a number of other legislative measures affecting radio which failed of enactment. These included the Copeland food, drug and cosmetics bill which now has been before five sessions of Congress without enactment; the so-called Lea-Wheeler bill to give the Federal Trade Commission broad regulatory powers over merchandising and advertising of products including foods, drugs and cosmetics; the Presidential proposal for reorganization of independent offices under which the FCC might be absorbed by the Commerce Department from the administrative standpoint, with the Commission itself to serve as a quasi-judicial body; the Celler Bill to set up a government-owned and operated shortwave station; legislation designed to restrict the activities of musical copyright groups, such as ASCAP, primarily through elimination of the $250 statutory damage minimum for innocent infringement, and a host of restrictive measures dealing with particular aspects of radio advertising.

The only hearings involving any aspect of radio during the session were in connection with the Trade Commission Bill and, during the very last week, with the qualifications of Frank R. McNinch and Comdr. Craven for the FCC.

Copyright legislation didn't get to first base, although seven bills on the subject are pending. The Senate Patents Committee planned to hold hearings on three of the bills in the hope of getting legislation through but never got around to the setting of the actual dates. At the last session of Congress, action on a bill designed to restrict copyright groups was practically filibustered in the House Committee by the House after the Senate had taken favorable action.

Newspaper Ownership

A measure which stirred up a rumpus but never got to Committee hearings was the Wearin Bill, introduced by Rep. Wearin (D-Iowa), to force complete divorcement of newspapers or other publishing organizations from radio stations. In the Senate, Chairman Wheeler of the Interstate Commerce Committee also fostered such a plan but never got around to introduction of his bill.

A measure which won spontaneous industry support but likewise did not receive committee recognition, was that of Rep. Anderson (D-Mo.) for mandatory five-year licenses for broadcasting stations. With licenses now issued for a term of only six months, although the law permits their execution for a maximum of three years, this short-term authorization has been a chief source of complaint from the broadcasting industry.

A half-dozen bills dealing with food and drug legislation were introduced and even though the Senate passed the Copeland bill for the second successive year, the House could not agree to a compromise after rewriting it several times. As the session ended, a subcommittee of the House Interstate & Foreign Commerce Committee reported out a bill bearing the Copeland Senate number but totally rewritten in content.

Ripped from it were all of the advertising jurisdictional provisions which were incorporated in a proposed new Trade Commission Bill. The chief source of conflict between House and Senate on this legislation practically from the start has been the Senate's insistence for jurisdiction over advertising provisions and regulation by the Department of Agriculture whereas the House has held out for the Trade Commission.

Bills relating to advertising of liquor, testimonial, foreign products and the like were introduced in both Senate and House during the session without getting out of Committee. There were four measures on liquor advertising, one on testimonials, and one on foreign products.

The Boylan bill, proposing a wattage tax on broadcasting stations, precipitated a furor upon its introduction and now reposes in a pigeonhole in the Ways & Means Committee. Other bills directly or indirectly affecting radio had to do with education, broadcasting of Congressional proceedings, alien artists, creation of a department of arts, licensing of corporations in commerce, anti-trust laws, setting up of an administrative court, and authorization of licenses to ship radio operators.

Last-Minute Rush

Until the week Congress adjourned, there were only three resolutions dealing with investigations. The two in the House were those introduced by the late Rep. Connery (D-Tex.) dealing essentially with the same subject. The first called for a thorough-going investigation of the FCC and of purported radio monopolies. The second was introduced as a revision of the first and dealt lightly with the FCC, putting the greater emphasis on the monopolistic angles. In the Senate, Senator Borah (R-Idaho), introduced a resolution seeking detailed information from the FCC in connection with the so-called Oslo radio telegraph circuit authorized by the FCC, which precipitated considerable controversy.

On Aug. 13, Rep. McFarlane (D-Tex.), who developed into a vigorous investigation proponent during the session, introduced a four-page resolution (H-Res.-313) to investigate "radio monopolies." He proposed designation of a select committee of seven members to inquire into and investigate charges of monopoly against CBS, NBC, Mutual and others and also to delve into motion picture and newspaper ownership of stations.

On Aug. 18, Rep. Wigglesworth (R-Mass.) colleague of the late Mr. Connery and a strong proponent of his resolution, introduced his own proposal (H-Res.-321) dealing with radio, asking that the FCC be required to furnish full information as to the name of any of its employes who may have stock ownership or other affiliation with any organization in any way subject to FCC regulation.

Also having reverberations during the concluding days was the retention of WLW, Cincinnati, of Charles Michelson, publicity director of the Democratic National Committee as public relations consultant for the Crosley Radio Corp. Rep. Fish (R-N. Y.) spoke in the House on this on Aug. 17, after Reps. McFarlane and Wigglesworth had dwelt on it at some length during earlier sessions.

The last radio resolution to be thrown into the hopper, (H-Res.-342), was that of Rep. Bacon (R-N. Y.), who on the closing day on Aug. 21 proposed appointment of a committee of seven members of the House to investigate "the allegations and charges that a lobby and influences inimical to the public interest and impartial administration of the FCC exists in radio broadcasting." The resolution cited a "vicious and arrogant lobby" which the Congressman said "influences the radio industry and attempts to control the FCC."

Mentioned specifically by the Congressman was BROADCASTING Magazine. He asked that the Commitee be authorized to investigate its editors and publishers and employes. He said the magazine "has been represented as the channel of communication of the lobby's views."

The commotion precipitated by Congressional discussion of the FCC and of the industry led to other repercussions. Senator Wheeler charged at the closing session that radio had become a "political football." The Republican National Committee in its adjournment statement said through John Hamilton, its chairman:

"Rumblings of corruption in the Federal Communications Commission had been consistently disregarded by the New Deal. The Republican Party, through Senator White of Maine, kept pounding away, however, and finally forced the Democratic-controlled Senate Interstate Commerce Committee to approve an investigation of the entire radio situation."

John Henry Elected

JOHN M. HENRY, general manager of KFAB, KFOR and KOIL, has been elected president of the Nebraska Broadcasters Association, succeeding John J. Gillin, Jr., it was announced Aug. 16. The organization held its annual meeting last month at Grand Island. Clark Standiford, KGFW, Kearney, was elected vice-president and Art Thomas, WJAG, Norfolk, was reelected secretary-treasurer. Directors elected were Frank Manchester, WAAW, Omaha, and L. L. Hilliard, KGKY, Scottsbluff. Mr. Gillin was designated as the Nebraska representative on the NAB national committee of 48.

Mr. Henry

Wisconsin Stations Start New Cooperative Hookup

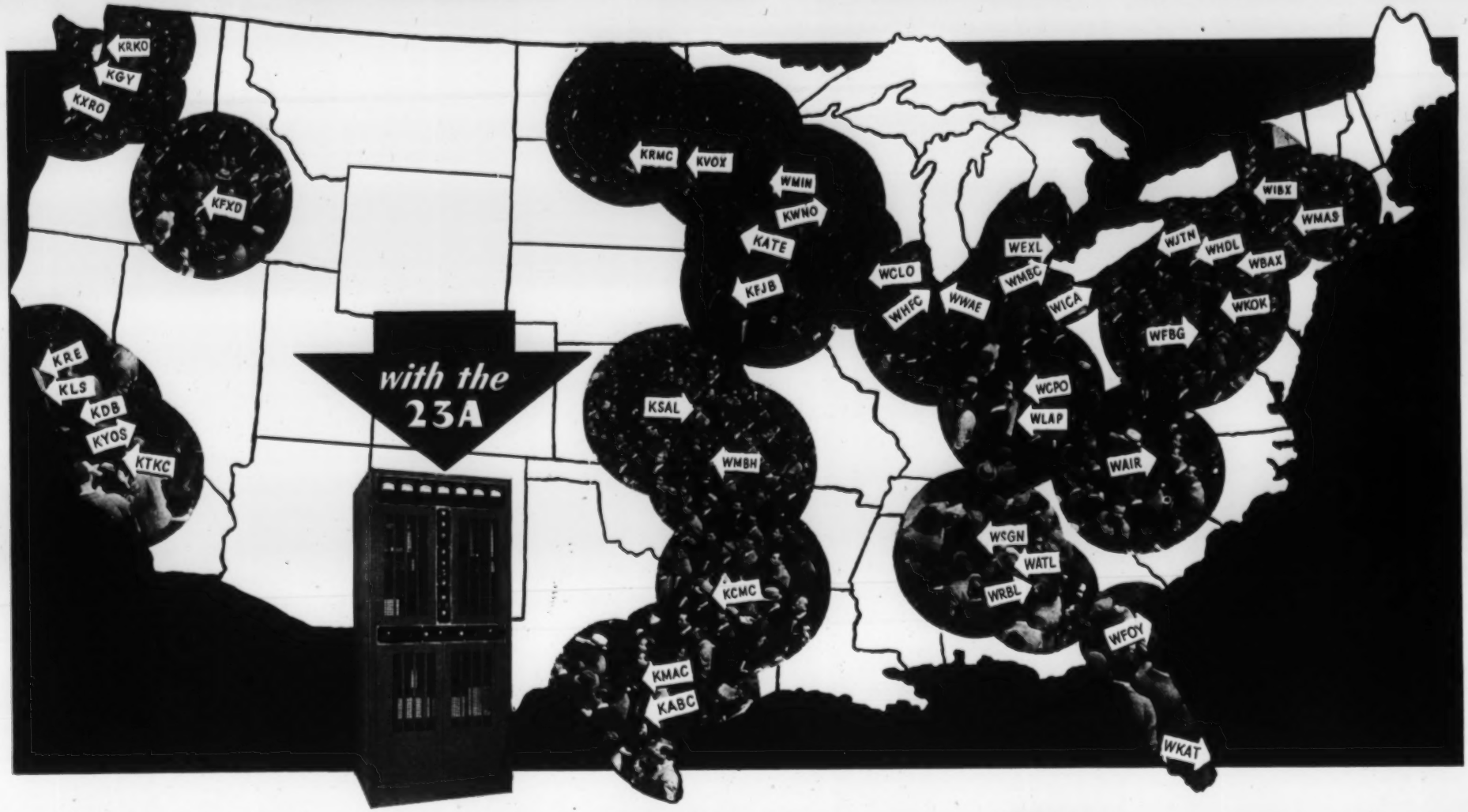
WITH Siems Bros. Inc., St. Paul (Malt-O-Wheat), as first sponsor of a daily 8 o'clock morning period starting Sept. 1, a new hookup of Wisconsin stations was projected as a cooperative venture last month by WHBY, Green Bay; KFIZ, Fond du Lac, and WIBU, Poynette. Starting Sept. 1, network programs will originate in those communities and in their remote studios in Beaver Dam, Portage and Madison. Both sponsored and sustaining programs will be exchanged over the new regional network, to be known as the Wisconsin Broadcasting System.

It is hoped to extend the network northward from Green Bay to Wausau, Eau Claire and Minneapolis and southward from Poynette to Janesville, Racine and Milwaukee.

The organization meeting was held Aug. 11 and it was decided there will be no officers but rather a directing body comprising Father James A. Wagner, manager of WHBY; Emory Martin, manager of KFIZ, and William Forrest, manager of WIBU.

that combines highest quality with utmost economy.
RADIO TELEPHONE BROADCASTING EQUIPMENT
XUM

41 LOW POWERED STATIONS give their listeners "BIG STATION QUALITY"



In the 100-250 watt field, Western Electric's 23A transmitter sets a new standard of quality. As each new one goes on the air, enthusiastic letters pour in, congratulating the stations on their vastly improved broadcasts. Ask Graybar for the new bulletin giving full details of this pace-setting transmitter that combines highest quality with utmost economy.

Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by Graybar

New Tower Line Offered by Lingo

Tubular Radiators Covered by Five-Year Insurance Policy

CLAIMING entirely new standards of cost, performance, safety and insurance John E. Lingo & Son Inc., of Camden, N. J., announces a new line of vertical radiators. This company recently erected three new type radiators at WTAR, Norfolk, and one at WRTD, Richmond. A radiator is now being erected at CFAC, Calgary, Alta, which was purchased in price competition with Canadian fabricated structures not handicapped by heavy import duties.

Lingo also built and erected the four vertical radiators in use by KYW, Philadelphia, the U. H. F. turnstile antenna atop the Medical Center Bldg., in New York,—the first commercial model of this type of radiator—and numerous tip-of-tower tubular elements for the guyed, cantilever towers in use by WLW, WSM, WABC, WCAU, WNAC-WAAB, and others.

It is claimed that the radiators have been thoroughly engineered from both the mechanical and radio standpoint. Lingo has been making and erecting vertical structures since 1897, and as a part of the purchase price of its radiators provides a five-year insurance policy covering failures regardless of cause.

High Efficiency Claimed

While tubular steel, guyed radiators are not wholly new in the radio industry, Lingo claims that its present offerings are the first to utilize properly engineered section-joints. All shop joints of the new product are die-drawn and heat fitted, while all field joints are of the swaged type. Joints are covered by basic issued patents.

It is stated that the arrangement, disposition, and insulation of supporting guys, together with the inherent uniform cross-section of the vertical tube, provides the sinusoidal current distribution of the classical vertical wire.

Godley & Brown, consulting engineers of Montclair, N. J., were retained in connection with the radio engineering problems involved in the production and application of this new type of radiating structure. The firm has completed studies covering guying and insulation problems, sectionalizing problems, and performance characteristics.

Maximum heights shown in the present announcements go to 600 feet. It is said that greater heights are wholly practicable, and that the firm is now in a position to provide electrical heights up to 190 degrees at any frequency within the broadcast band.

Heights of this order in tubular structures are understood to be new, made possible by "boom" type of construction and fabrication methods.

CHARLES FREDERICK LINDSLEY, University of Southern California professor, is writer of the Don Lee network new quarter-hour Sunday program, *Sands of Time*, which emanates from KHJ, Los Angeles. He is also narrator of *Calling All Cars*, weekly half-hour program sponsored overthat network by Rio Grande Oil Co.

LOUIS K. SIDNEY, managing director of WHN, New York, has returned from a trip to Cape Vincent, N. Y., where he caught the largest bass of the season.

FAN MAIL RENTING OPPOSED BY NAB

A WARNING to broadcast stations against the sale or "renting" of fan letters or mailing lists of names of radio fans was sounded in August by James W. Baldwin, NAB managing director.

Alluding to solicitations currently being made for mailing lists of this character, Mr. Baldwin said the results of station participation might be injurious to the industry. A recent solicitation, he pointed out, was for more than a million juvenile names "of the type who respond to broadcasts appealing to the 10 and 15-year-old group." An offer of some $2.50 per thousand was made by the company.

"Once released," Mr. Baldwin declared, "the broadcaster cannot control the use made of such lists but he must be prepared nevertheless to accept his share of the responsibility for uses made of his mail. We must not allow this type of business in radio broadcasting."

AIR-MINDED—Two ways is Allen T. Simmons, owner of WADC, Akron, who has just acquired this new Stinson Reliant with a 450 horsepower wasp motor.

WEST COAST LINES EXPANDED BY U. P.

CONTINUING its expansion and development program for station service, United Press on Aug. 23 added 700 miles of leased wire to its West Coast radio circuit. This circuit now extends practically the entire length of the West Coast and brings the total UP radio news circuit mileage to well over 10,000 miles.

UP began operation of a leased wire news service for stations in July last year. The first circuit was in the East and in less than a year service was given stations as far north as Minnesota, as far south as Georgia and as far west as Kansas and Oklahoma. The West Coast circuit was established in November, 1936, between Los Angeles and San Francisco. UP reported that more than 190 stations in the United States and Canada now are using its dispatches for news broadcasts. Some 85 have been added since Jan. 1, 1937, and about 75% of the stations are on the wire circuits.

Further expansion is now under way, it was said, and within the next few months the UP network of newspaper wires will be duplicated by a similar netork for radio stations. UP credits this rapid growth to the manner in which it handles its station reports. The method, it said, eliminates the necessity of stations maintaining an elaborate news processing staff and enables big news breaks to be put on the air as quickly as they occur.

WILLIAM C. FORREST, operator of WIBU, Poynette, Wis., heads Madison Broadcasting Co., newly formed, which has applied to the FCC for a new station in Madison to operate with 250 watts on 1450 kc. The Poynette station now has studios in Madison. Arthur Towell and Ralph Timmons, advertising men, and Charles A. Sakrison, accountant, each owns 25% of the project.

INCREASING SPOT BUSINESS

Clearing House for Success Stories Suggested As One Means of Aiding Stations

How spot business may be increased is of vital interest to every station executive—so vital in fact that it held a place on the NAB convention agenda in Chicago last June. But when the time came for deliverey of a report on it, John J. Gillin Jr., manager of WOW, Omaha, found himself in an NAB board meeting. His report, prepared for delivery, follows:

INCREASING national spot business is not mysterious. It means merely doing a better job than we are now doing, because the medium of national spot radio has proved so potent that there is an increasing voluntary desire to use our facilities.

From the individual standpoint, there are several ways to increase national spot business:

1. Better station promotion.
2. Better cooperation with national representatives.
3. One man contact between station and both advertisers and representatives.
4. Make spot broadcasting easier for the advertiser to buy.
5. Use our own imagination, experience and enthusiasm to make spot broadcasting more profitable for our present advertisers.

These points all seem simple, but they actually boil down to doing a good job of taking care of our present advertisers, making our medium profitable to them, and getting the most out of our representatives in the same fashion that we hope to get the most out of the ability and experience of our local salesmen. Too often stations and representatives quarrel over who sold the account. Actually, this is not important. The important thing is—was the account sold?

It is only fair to say, that no matter how good our representatives are, we cannot expect them to be mind readers, and it is not enough to do a good job for the accounts we are running. We must let everyone know we are doing a good job. Too many campaigns start off with big fanfare and publicity, merchandising cooperation, gratis announcements, etc., and after the first week no one ever thinks to remind the advertiser that his program is still on the air. We have no one to blame but ourselves if at the end of the contract the advertiser does not renew.

Creative Selling

In connection with this point, I also want to suggest closer contact with our clients' or prospective clients' sales organizations. When I speak of the clients' sales organizations, I mean primarily their local distributors, brokers and jobbers, who frequently are important, if not vital factors in the actual selection of stations.

All of the foregoing has largely had to do with increasing our individual proportion of the present existing business. However, it should be rather obvious that we are not going to get any national spot business from the Joe Goose Co., if the Joe Goose Co. spends all of their advertising appropriation in other media. What we have to do is to convince them that their money will be better spent, their dealers better satisfied and their own sales organizations happier if a substantial proportion of their appropriation is spent in national spot broadcasting. To do this requires creative selling. Creative selling is the only answer for increase in the total volume of national spot business. The more intelligent salesmen, both in the station and representative field, are the men whom the industry can thank for most of the national spot business which exists today, because every good sales job reflects credit on spot broadcasting as a medium.

Every published success story is a sales promotion piece. As the industry volume increases, we are picking up momentum, and the total for the current year should exceed $25,000,000. However, I believe this momentum can be further increased. The individual efforts of the relatively few high-class creative salesmen in the entire field can and should be supplemented by some concerted effort on the part of the industry itself.

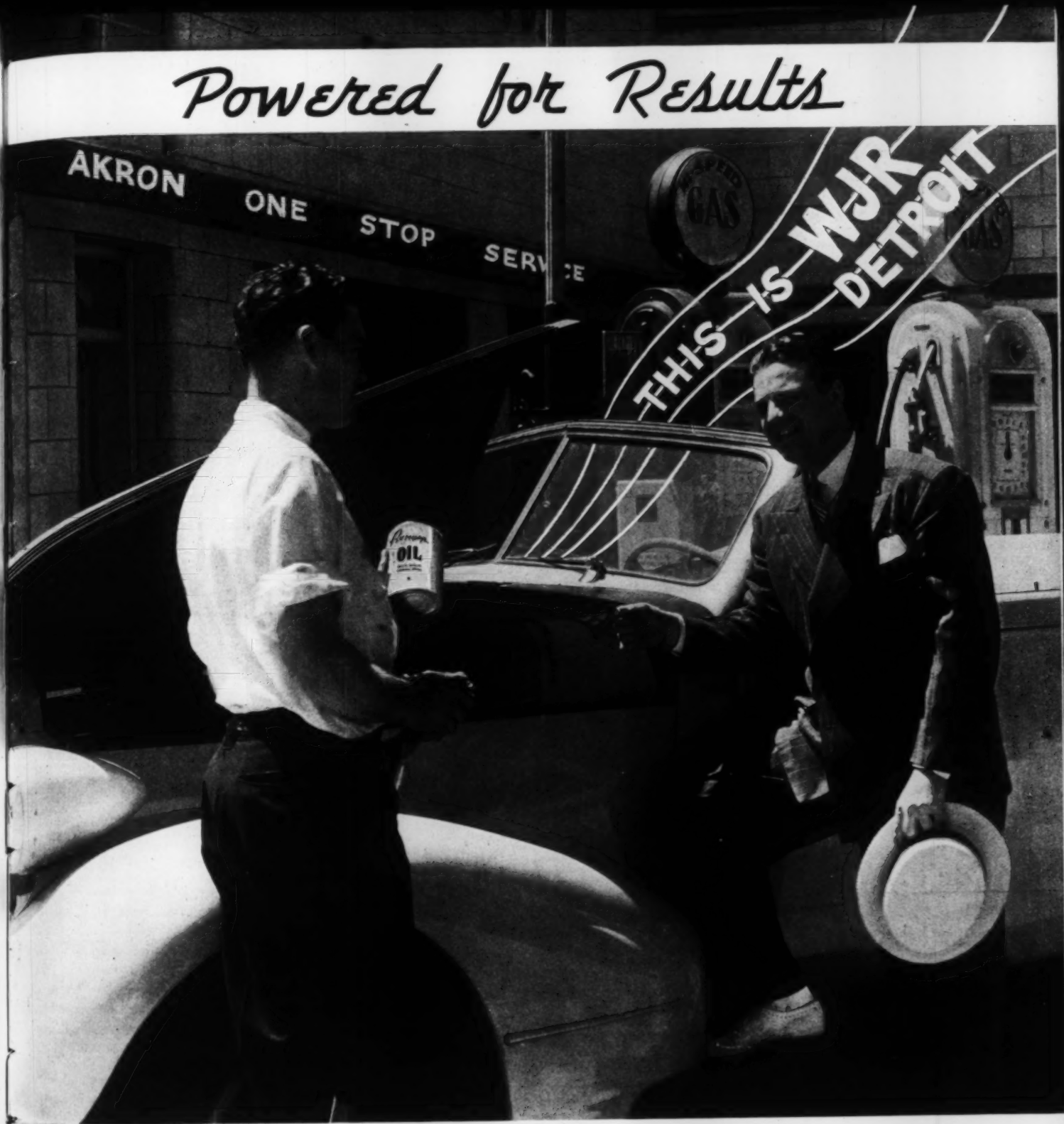
There has been a great deal of talk about a national promotion campaign. Because of the difficulties of financing and directing such a campaign, I do not believe this will be done, but I do believe that an exchange of success stories between stations, and the setting up of some workable clearing house plan to make this information available to everyone selling spot broadcasting, would do much toward giving us some better tools with which to work. You recall the fine job the NAB did several years ago in the publication of a book on retail radio advertising. The availability of the information in that book has unquestionably been of great assistance to local salesmen, and was directly responsible for a substantial volume of additional retail business.

I strongly urge the publication of a similar book, consisting of actual case histories and success stories of firms who have used national spot broadcasting. If a sufficient number of examples are included, the information will be of tremendous help, not only in our own selling efforts, but to agencies as well. This book could well be an actual manual of the many ways national spot broadcasting can be employed—how to go about doing the job—and what results have actually been accomplished for our clients who have used it in the past.

The information for this might well be obtained from the sales managers of NAB through their various regional chairmen forwarded to the central office.

XUM

Powered for Results



Customer: That's the only brand of oil I ever use now.
Attendant: Yes, that's what everyone says, and your radio is giving the reason!

WJR

MICHIGANS GREATEST ADVERTISING MEDIUM

THE *Goodwill Station*
DETROIT

50,000 WATTS
COLUMBIA BASIC NETWORK

G. A. RICHARDS
PRESIDENT

LEO FITZPATRICK
VICE PRES. & GEN. MGR.

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

Developing Broadcasters of the Future

By WALDO ABBOT
University of Michigan

College-Trained Personnel Overcome Adverse Criticism To Gain Foothold in Radio; Some Tips on Instruction

Mr. Abbot

PROF. ABBOT is one of the leading university authorities on instruction in broadcasting and has achieved nationwide renown through his courses at Michigan U. He has contributed notably to the art of training students in all phases of broadcast technique and is author of *A Handbook of Radio Broadcasting* just published by McGraw-Hill Book Co. In this article Prof. Abbot divulges some of the methods he uses in the classroom.

IN THE early days of radio broadcasting stations often advertised for announcers with university degrees, but often did not employ a single graduate. Today NBC lists among its qualifications for announcers a cultural background obtained in university or college. Dr. Franklin Dunham, educational director of NBC, recently commended the university courses designed to improve the speech and pronunciation of radio speakers. Over 90 per cent of the staff of CBS who are heard over the air are university graduates, according to John S. Carlisle, production director.

The college-trained broadcaster is slowly but surely forcing himself into the air waves to calm the flood of adverse criticisms of radio grammar and pronunciation. The newspaper long felt that its staff should be recruited from those who had worked up from the printer's devil. The stage trained its own actors from those who were hatched under the wings. The majority of those in radio today floated in on the amateur waves. But all these related professions are now seeking acceptable university-trained employes.

The criticism most frequently made of the graduate seeking an announcer's position is that he has a "university voice". A university voice may dominate the office, but it seems it must not be used in the studio. In order to overcome this condemnation I have gathered a library of electrical transcriptions from which the announcements are copied by a stenographer. The typed announcement is given to a student whose delivery is recorded. A comparison of his delivery, emphasis, intonation, enunciation and word grouping with that of the announcer who was selected by a sponsor for the transcription will emphasize and clarify the faults of both. Various types of copy, different deliveries, and different motivations may thus be studied and emulated by the student who endeavors to develop an ability and a personality that will make him acceptable to the profession, and more acceptable to the listener than is the untrained man. Electrical transcriptions and speech recording equipment are important mechanical aids in the teaching of broadcasting.

The motion picture is another aid. The athletic department of the university takes motion pictures of its football players in games, so that their faults may be observed and corrected before the following Saturday. This has not been entirely satisfactory during the past two or three years at the Universiy of Michigan but we have many such films. The student in the announcing booth looks through a window into an adjoining studio where the film game is being played. His description of the game is carried by the studio P. A. to the classroom where those who cannot see the film try to visualize it from the description.

College students are severe critics of the sports announcer who gropes for descriptive words, fails to follow the action, or is just talky. There are usually a few athletes in the class to make life miserable for the announcer but his training is one which develops keen observation, quick thinking, a vivid vocabulary and a flexible tongue. Later in the semester sound effect records are blended with the picture and announcer's description by a student whose interest lies in the sound department. In any speech training for radio, experience in impromptu speaking must not be neglected.

A generous graduate, Avery Hopwood, author of *Getting Gertie's Garter* and other plays, left an endowment to the university to be used in developing writers of plays and other forms of literature. In the annual Hopwood contest original short and full length plays are constructed, which, when expurgated and revised for radio, are tested out by the students in radio dramatics. The student actors, directors, and sound men, have previously listened to radio plays presented by professionals and have used the same script in the classroom studio to emulate the broadcast performance. In the rehearsals of campus-written plays the students revise, direct and produce the play; the instructor merely stands by as a referee or final critic. No one learns more than a teacher so the student director should be given a chance to learn. Three Detroit stations, WJR, WWJ and WXYZ, have been gracious hosts to students who desire to observe the methods used in radio play production.

In that connection I desire to

(Continued on page 63)

COLLEGES AND UNIVERSITIES WHERE BROADCASTING IS TAUGHT

The following list of colleges and universities, compiled by Mr. Abbot, reported as of Jan. 1, 1937, that they were presenting nontechnical broadcasting instruction as separate credit courses in connection with speech training or as noncredit courses. Seventy-one others reported that students received some radio experience in extracurriculur activities; 177 said they were not offering any broadcast instruction; 35 educational stations give their students experience. Types of instruction are indicated by the numbers: (1) radio speech, (2) writing, (3) dramatics, (4) production, (5) advertising, (6) education, (7) law, (8) general course in broadcasting (9) instruction in broadcasting offered in general-speech department courses, (10) music.

Abilene Christian College, Abilene, Tex. (1).
Akron University, Akron, O. (1) (2) (3).
Alabama State College for Women, Montevallo, Ala. (1) (3) (4).
Anderson College, Anderson, S. C. (9)
Augustana College, Rock Island, Ill. (9).
Battle Creek College, Battle Creek, Mich. (9).
Baylor University, Waco, Tex. (1) (2) (3) (4).
Bob Jones College, Lynnhaven, Fla. (8).
Boston University, Boston (2) (4) (5).
Butler College, Indianapolis (8).
Carroll College, Waukesha, Wis. (9).
Case School of Applied Science, Cleveland.
Catholic University, Washington, D. C. (7).
Chicago Musical College, Chicago, (10).
Chicago Theological Seminary, Chicago (1).
Chicago, University of, Chicago (1) (2) (3).
Cincinnati, University of, Cincinnati (5).
Cincinnati Conservatory of Music, Cincinnati, (10).
The Citadel, Charleston, S. C. (1) (6).
Cleveland College, Western Reserve University, Cleveland (1) (2) (3).
Columbia University, Teachers College, New York, (6).
Columbus University, Washington, D. C. (7).
Cornell College, Mt. Vernon, Iowa (3) (4).
Cornell University, Ithaca, N. Y. (1) (2) (3) (4) (6).
Creighton University, Omaha, Neb. (1).
Denver, University of, Denver (2) (3) (4) (8).
Drake University, Des Moines, Iowa (1) (2) (3) (4) (5).
Dusquesne University, Pittsburgh (1) (3).
Elmira College, Elmira, N. Y. (9).
Emerson College, Boston (1) (2).
Emory University, Emory University, Georgia (2) (4) (5).
Florida, University of, Gainesville, Fla. (1) (2) (3).
Florida Southern College, Lakeland, Fla. (8).
Fordham University Teachers College, New York, (6).
Friends University, Wichita, Kan. (1) (3) (4).
George Washington University, Washington, D. C. (3).
Hamline University, St. Paul, (1) (2) (3).
Hardin-Simmons University, Abilene, Tex. (1).
Hastings College, Hastings, Neb. (1)
Houston, University of, Houston, Tex. (9).
Illinois, University of, Urbana, Ill., (1) (2) (3).
Illinois State Normal University, Normal, Ill. (1) (6).
Iowa State College of Agriculture and Mechanical Arts, Ames, Iowa.
Iowa, University of, Iowa City, (1) (2) (4) (5).
Jamestown College, Jamestown, N. D. (8).
John Brown University, Siloam Springs, Ark. (1) (2) (4) (5) (7).
John Carroll University, Cleveland, (1) (2) (3).
Kansas State College of Agriculture & Applied Science, Manhattan, Kan. (1) (2) (4).
Lindenwood College, St. Charles, Mo. (1).
Logan Academy, College Hill, Utah (1).
Louisiana Polytechnic Institute, Ruston La. (1).
Louisiana State University, Baton Rouge, La. (1) (2) (4).
Loyola, University of Los Angeles, Los Angeles (8).
Luther College, Decorah, Iowa.
Maine, University of, Orono, Me. (5).
Marquette University, Milwaukee, (7).
McGill University, Montreal (8).
McPhail School of Music, Minneapolis, Minn, (10).
Michigan, University of, Ann Arbor, Mich. (1) (2) (3) (4) (6).
Michigan State College, Lansing, Mich. (2).
Minnesota, University of, Minneapolis (2).
Missouri, University of, Columbia, Mo. (1) (2).
Mount Holyoke College, South Hadley, Mass. (9).
Muhlenberg College, Allentown, Pa. (1) (2) (6).
National University, Washington, D. C. (7)
Nebraska, University of, Omaha (8) (10).
New York University, New York (6).
North Dakota, University of, Grand Forks N. D., (1) (6).
Northwestern University, Evanston, Ill. (2) (3).
Oglethorpe University, Oglethorpe, Ga. (8).
Ohio State University, Columbus, O. (1) (2) (3) (4).
Oklahoma, College for Women, Chickasha, Okla. (1) (3).
Oklahoma, University of, Norman, Okla. (3).
Omaha, University of, Omaha, Neb. (1) (2) (4).
Oregon State College, Cornvallis, Ore. (1) (2) (9).
Pacific, College of the, Stockton, Cal.
Pacific Union College, Angwin, Cal. (1) (2).
Pasadena Junior College, Pasadena, Cal.
Phillips University, Enid, Okla. (6) (8).
Purdue University, West Lafayette, Ind. (4).
Rensselaer Polytechnic Inst. Troy, N. Y. (8).
Rollins College, Winter Park, Fla. (9).
Rosary College, Oak Park, Ill. (1) (2) (3).
St. Catherine, College of, St. Paul (1).
St. Lawrence University, Canton, (4).
St. Louis University, St. Louis (7).
St. Mary's College, South Bend, Ind. (1) (2) (10).
San Antonio, University of, San Antonio, Tex. (5) (6).
San Francisco, University of, San Francisco (9).
Southern California, University of, Los Angeles, (1) (2) (4) (3).
South Dakota, University of, Vermillion, S. D. (1).
South Dakota School of Mines, Rapid City, S. D. (9).
Southwestern University, Georgetown, Tex. (1) (3).
State Teachers College, Superior, Wis. (9)
Stephens College, Columbia, Mo. (1) (2) (3) (4).
Syracuse, University of, Syracuse, N. Y. (2) (8).
Transylvania College, Lexington, Ky. (8).
Trinity University, Waxahachie, Tex. (1).
Tulsa, University of, Tulsa, Okla. (5).
Utah State Agricultural College, Logan, Utah (8).
Vassar College, Poughkeepsie, N. Y. (9).
Walla Walla College, College Place, Wash. (1).
Washington, University of, Seattle,, Wash. (1) (2) (3).
Washington, State College of, Pullman, Wash. (1) (2) (3) (5).
Wayne University, Detroit (1) (2) (4).
Wesleyan University, Middletown, Conn. (9).
West Virginia State College, Institute, West Virginia (2).
Western Reserve University, Cleveland (8).
Westminster College, New Wilmington, Pa. (8).
Whitman College, Walla Walla, Wash. (1).
Wisconsin, University of, Madison, Wis. (1) (8).
Webster College, St. Louis (1) (2).

XUM

The new balanced programming of WWJ—added to the already existing prestige of America's pioneer broadcasting station among Detroit folks—gives you an opportunity to have your message presented under the most favorable auspices possible. Your program has the advantage, on WWJ, of being placed so that the listener is never forced to hear a running fire of similar entertainment. It thus gets maximum attention! Advertisers should investigate what WWJ's influence in America's fourth market can accomplish. WWJ is first in listener interest in Detroit according to every general survey ever made. It is PREFERRED as the first tuned to station by 39% of all Detroit's families, thus assuring you an absolute audience, based on Detroit's 1,800,000 population, of at least 600,000—greater in number than the entire population of such cities as Buffalo, Cincinnati or Washington.

WWJ

Owned and Operated by The Detroit News • Member NBC Basic Red Network
920 Kilocycles—5000 Watts Daytime
5000 Watts Night—Temporary Authority F. C. C.

★

National Representatives

The PAUL H. RAYMER COMPANY

New York • Chicago • Detroit
San Francisco

RCA SCIENCE

"Symbol of the Radio Age"

WORLD'S LOFTIEST SIGN ON RCA BUILDING, RADIO CITY, N. Y.

The new RCA sign stands 900 feet above Rockefeller Plaza. The letters—24 feet tall on the north and south sides of the building, 18 feet on the west side—are constructed of 5000 pounds of solid aluminum. By night they are brilliantly lighted with a new kind of golden-amber helium gas, contained in 2376 feet of specially constructed Claude-Neon tubing. The sign is visible for many miles around New York City.

RADIO CORPORATION

RADIOMARINE CORPORATION OF AMERICA

NATIONAL BROADCASTING COMPANY

. . . Vanguard of Industry

"INDUSTRY today is following the vanguard of science into new and infinite realms of knowledge. It would be a rash astronomer who said that he had calculated the outermost limits of space, beyond which there is nothing. It would be a rash physicist who claimed that he had dissected the atom into its ultimate, indivisible fragments. Science and knowledge have no boundaries.

"So it would be a rash economist who predicted any limit to the tangible results of scientific thought in the form of new goods and services placed at the disposal of mankind. In fact, it is only by a constant development of new goods and services that we may expect to re-engage the man-power released by technological improvements in established industries. The market for every new commodity eventually reaches a saturation point and becomes primarily a replacement market, so that a more efficient technology reduces the number of workers needed in that field.

"But science is simultaneously creating new employment, both by the modernization of established industries and by the creation of new ones. In our own generation we have seen the automobile, the airplane, the motion picture, and the radio provide totally fresh fields of activity for millions of men and women. Many of our older industries have engaged scientists, with notable success, to develop new and remodel old products to meet the needs of a modern era.

"The industry which has not learned how to employ scientists to make it new, and keep it new, is doomed. Few industries are so stagnant as not to be aware of this; but there are some so conservative that the scientist is called upon to turn salesman and show them how modern science can rejuvenate them to meet present-day realities and survive."

David Sarnoff

President
Radio Corporation of America

Your free copy of "TELEVISION" is ready!

This new book of more than 20 recent laboratory and field reports on the new art by leading RCA engineers will be sent without extra charge to all paid-up subscribers to the RCA REVIEW, an outstanding quarterly journal of radio progress. $1.50 per year (foreign, $1.85). Address RCA Review, 75 Varick St., New York City.

OF AMERICA *RADIO CITY, NEW YORK*

RCA MANUFACTURING COMPANY, INC.

RCA INSTITUTES, INC. • RCA COMMUNICATIONS, INC.

XUM

Filmland Agencies Acquiring Writers

Hollywood Pen Market Raided For Fall Broadcast Shows

HACK-WRITING for radio is headed for oblivion and Hollywood advertising agencies, with their talent rolls for the coming season well in hand, are openly raiding top flight writing markets to build their script sources on a quality basis which will insure most effective delivery for their actor resources.

Not only are the Hollywood agencies, and sponsors too, listening to representatives of top stage and film writing talent now frankly out to contract their writers to radio, but numerous deals are under way which will place a fair-sized slice of motion pictures' $2,000-a-week writers under contract to the newer dramatic medium.

Signing of George Marion Jr. in August by William Esty & Co. Inc., to write the CBS Jack Oakie *Camel Caravan* scripts for the coming season is the tip-off. Marion has written Oakie's most successful picture vehicles and Savington Crampton, manager of the Hollywood office of William Esty & Co., and producer of the Camel broadcasts, frankly admits that he signed the film writer on that basis. During the silent picture days Marion was one of the highest salaried title writers in the business.

George Corey, another film and stage writer, whose play *The Valley* is slated for New York stage production this fall by William Drake, has been re-signed as writer on the Camel broadcasts, sponsored by R. J. Reynolds Tobacco Co. He will also continue as Crampton's production assistant and will work with Marion to acquaint him with radio technique.

Benny Pair Retained

Addison Simmons has joined the F. Wallis Armstrong Co. writing staff and has been assigned to the CBS *Hollywood Hotel* program sponsored by Campbell Soup Co. Simmons, a short story writer and novelist, has scripted for *Grand Hotel, First Nighter* and *Chase & Sanborn Hour*. Bill Morrow and Eddie Beloin, both well known as short story as well as screen writers, have been re-signed as writers on the NBC *Jack Benny* shows sponsored by General Foods Corp. (Jell-O). They will work in collaboration with Young & Rubicam Inc.

Arthur Ceasar, Academy Award winner, has been engaged to write special dramatic scripts for Al Jolson when the latter returns to his CBS fall program under sponsorship of Lever Bros. (Rinso-Lifebuoy), Sept. 7. Ceasar, internationally known as a motion picture writer, is at present scripting *Show Business* at Paramount Studios. Then there is Ken Englund, another top flight comedy writer, who contributes to the Rinso-Lifebuoy broadcasts through Ruthrauff & Ryan Inc.

Bill Demling has resigned from Warner Bros.' KFWB, Hollywood, to join his former partner Frank Gill Jr., at Young & Rubicam Inc., as writer on the NBC *Packard Hour*. Many agencies, because of studio committments, will not reveal the names of their writers.

Advertising agencies, hard pressed last season to supply expensive talent with suitable material, have concluded it is poor economy to buy or hire on a hit or miss basis from cheap sources. They have come to the realization that a radio star is no better than his material. Several network shows have been using motion picture writers but only in a contributing sense. Those few topflight writers who have been turning out material for radio under various non de plumes are not longer hiding their identities. They are frankly ready and anxious to jump into the radio swim.

A cursory glance at the setup of top network shows indicates that those who start with time-tested writing stables are consistent radio box office. Seasoned high-grade radio writers are in the minority now and reconstructed shows, some of which have blindly hoped to get a good script from as many as 10 sources, are now using a single writer who has proved his mettle in a related medium.

MOUNTAIN TOP—Broadcast from New York's highest peak, Mount Marcy, presented neat problems to four General Electric engineers who with the aid of this horse hauled and shoved 500 pounds of equipment up 7½ miles of narrow mountain trails for a 15-minute shortwave re-broadcast on WGY, Schenectady, in connection with the recent centennial celebration.

State Promotion Plans In Washington Outlined

WASHINGTON STATE PROGRESS COMMISSION has appointed J. Walter Thompson Co. to handle its advertising. An act of the recent Legislature authorized $250,000 for state advertising to attract industry and tourists; a part of this will be spent for state exhibits at the New York and San Francisco World's Fairs in 1939.

Advertising for the Progress Commission will be handled in cooperation with that of the Canned Salmon Industry and the Washington State Apple Advertising Commission, also J. Walter Thompson Co. accounts. Norton W. Mogge is in charge of J. Walter Thompson Co.'s Pacific Northwest activities. C. E. Johns, formerly publicity director of the Seattle Chamber of Commerce, is secretary-manager of the Progress Commission.

BRUCE BARTON, chairman of the board of BBDO and a noted author, has been designated as Republican candidate for Congress from the 17th New York district, which will elect a successor to the late Rep. Peyser.

1,000% Increase

THE largest increase in placement of spot radio by any Chicago agency has been claimed by J. Walter Thompson Co., which has scheduled 10 times as much business the first eight months this year as compared with the same period in 1936. Accounts which are either currently using spot or have used it this year include Graham-Paige Co., Detroit; Elgin National Watch Co., Chicago; Swift & Co., Chicago; Kraft-Phenix Cheese Corp., Chicago; Libby, McNeil & Libby, Chicago; United Air Lines, Chicago; Weco Products Co., Chicago; Omaha Flour Mills Co., Omaha. Gene Fromherz is radio time buyer of the J. Walter Thompson Co., having joined the agency Sept. 26, 1936.

Swift Southern Spots

SWIFT & Co., Chicago (Allsweet Margarine), on Oct. 15 starts spot announcements daily except Saturday and Sunday on 24 Southern stations, three weekly participation announcements on the *Marjorie Mills* program on Yankee Network and three weekly participations on the *Topics of the Day* program on WLBZ, Bangor, Me. The following Southern stations are planned to be used: WWL, WSB, WTOC, WBT, WPTF, WFBC, WIS, WWVA, WRVA, WDBJ, WHAS, WLAP, WBAP, WDBO, WJNO, WWNC, WOAI, KTRH, WBAP-WFAA, KFH, KARK, WIBW, KGNO, KFBI. J. Walter Thompson Co., Chicago, is agency.

INS on 24-Hour Basis

TO INCREASE the volume of spot news on its Universal Service night wire, available to broadcasting stations, King Features Syndicate Inc., announced last month that this news gathering organization hereafter will be combined with International News Service, also a Hearst press association. INS produces a daily news report for evening papers, whereas Universal Service furnishes a news feature report for morning papers. All special features of Universal Service, including Louella Parsons, Damon Runyon and "Bugs" Baer, will write for the night wire, and INS hereafter will operate on a 24-hour basis, furnishing complete cable and domestic news reports.

WMC News Expanded

UNDER a reorganized set-up, WMC, Memphis, now handles a complete newscast coverage of national, sectional and local events, with Associated Press automatic leased wire printers installed in the station's own newsroom, and arrangements with the editorial staff and rural correspondents of *The Commercial Appeal* with which it is affiliated for fast and aggressive treatment of all news. The new AP service began Aug. 14. Previously WMC had used International News Service. Associated Press Service printers were installed immediately in the newly-created station news room. Six news periods are broadcast every day.

Ben H. Darrow Joining WBEN as Director of Educational Broadcasts

WITH Ben H. Darrow joining WBEN, Buffalo, Sept. 1 as director of educational broadcasts, the *Buffalo News* station reports that it believes it is "the first independently owned commercial broadcasting station to employ an educator exclusively for this important phase of radio." Mr. Darrow is the veteran director of the *Ohio School of the Air* and since 1933 has been radio chairman of the National Congress of Parents & Teachers.

Mr. Darrow has arrived in Buffalo from Dallas where he conducted the first classes in radio education ever held in the Southwest as a summer course of Southern Methodist University. At WBEN, starting about Oct. 15, he will begin sustaining periods several nights weekly at fixed time of 7:45-8 p. m., with additional periods to be scheduled later.

Appointed director of broadcasting for the State of Ohio in 1928, Mr. Darrow became the first man ever to occupy such a position in any state administration. He originated broadcasts of "civil government for those who govern" by putting the Governor of Ohio and his cabinet on the air and, later, followed up this effort by presenting President Hoover's cabinet to the radio audience.

He held the first radio conference of teachers in Columbus, in 1929, assisted in the first National Radio Institute in 1930, held the first teacher's meeting by radio (6,000 participated), and in 1931 produced the program *Literature by Living Writers*, the first program of its kind, over WLW, by remote control from Washington. He pioneered in "radio workshops" although the title for that type of program was originated by Alice Keith. His book, *Radio, the Assistant Teacher*, is the first dealing with education by radio and planned for the use of teachers and leaders in the movement.

Coca Cola on CBS

COCA COLA Co. will start a series of weekly 45-minute musical variety programs on a 93-station CBS network hookup starting Sept. 10, Fridays, 10-10:45 p. m. (EDST) with Kitty Carlisle, singer and actress, as star. The show will be called *Cocal Cola Presents the Songshop*. Featured performers will be Frank Crumit, master-of-ceremonies; Reed Kennedy, baritone; Alice Cornett, rhythm singer; the Songshop Quartet, formerly known as the Songsmiths Quartet, and a glee club of 22, under the direction of Kenneth Christie. A 47-piece orchestra, directed by Gustav Haenschen, will accompany. The agency is D'Arcy Adv. Co., St. Louis.

Kling Bros. Placing

KLING BROS., chain of 17 midwestern clothing stores featuring Bradford Clothes with headquarters in Chicago, currently using spot announcements on WOC, Davenport, will place one minute transcriptions on 17 stations in those cities where stores are located, starting the latter part of September. Transcriptions were cut by WBS. Selviair Broadcasting System Inc., Chicago, is agency.

XUM

KSTP

KSTP
Northwest's Leading Radio Station

MINNEAPOLIS SAINT PAUL

STANLEY E. HUBBARD, President and General Manager

25000 WATTS

For Rates and Schedules, Address Ray C. Jenkins, General Sales Manager, KSTP, Minneapolis—Saint Paul, Minnesota, or our National Representatives: In New York, Chicago, Detroit and San Francisco—Paul H. Raymer Co.

No, gentle reader, KSTP doesn't claim that this "world-wide" coverage is profitable, nor suggest the probability of delivering your sales message clearly (above the noise) in Shanghai, China.

KSTP does not "glorify" or exaggerate coverage but, with pardonable pride, makes the indisputable statement that for the past nine years every authentic survey made in the Twin Cities Area has proven more than 50% listener preference for KSTP in the 7th U. S. Retail Market where annual retail sales total a billion and a half dollars. That means most listeners per dollar and the BEST BUY in the entire Northwest.

XUM

Texas Charter Granted Elliott Roosevelts for Radio Station Operation

WITH Mr. and Mrs. Elliott Roosevelt and Harry A. Hutchinson as incorporators, a charter was granted by the State of Texas last month to Frontier Broadcasting Co. Inc., with headquarters at Fort Worth, authorizing it to operate broadcasting stations. Its capital stock was reported as $10,000. Raymond E. Buck, Fort Worth attorney and the owner of KTAT in that city, was named as counsel for the Roosevelts.

The second son of President Roosevelt, as reported in the Aug. 15 BROADCASTING, has arranged for the purchase of KABC, San Antonio, for a reported price of $55,000. His wife, the former Ruth Goggins, of Fort Worth, several months ago [BROADCASTING, July 1] purchased the majority stock of KFJZ, Fort Worth, for an undisclosed price. Both of these stations presumably will be brought under the Frontier Broadcasting Co. if the transfers are authorized by the FCC.

Mr. Hutchinson, formerly with KVOO, Tulsa, and KOMA, Oklahoma City, is slated for the managership of KFJZ and is already working at that station.

Mr. Roosevelt continues as vice-president of Hearst Radio Inc., in charge of that company's Southwestern stations — KOMA, Oklahoma City; KTSA, San Antonio; WACO, Waco, and KNOW, Austin. His purchases, along with his wife, of KFJZ and KABC are purely personal ventures, it was stated, and are in no way connected with the Hearst Radio operations.

Col. Wilder Announces Shifts in Station Staffs

FOLLOWING the resignation of Howard Barth as general manager of WSYR, Syracuse, Col. Harry C. Wilder, chief owner of WSYR, who also controls WJTN, Jamestown, N. Y., and WNBX, Springfield, Vt., announced several changes and additions in the staffs of the three stations, which he personally supervises. Chief among the changes was the shift to Syracuse of Charles Denny, manager of WJTN and WNBX, to become director of sales of WSYR and to head sales of the other two stations out of Syracuse. He succeeds Bill Lane, former WSYR local sales manager, who has opened his own advertising agency.

Basil Blizzard, WSYR national advertising manager becomes manager of WJTN, while Phil Hoffman, formerly with the Iowa Network, becomes manager of WNBX. Fred Ripley has been named vice-president of WSYR in charge of programs, and will also supervise the programs of the other three stations. S. Goldman is transferred from WSYR to be commercial manager of WJTN, where W. Smith will be program director. A. Beckwith and John Blazek are new additions to WSYR sales staff.

PAUL W. WHITE, CBS special events manager, arrived in Hollywood Aug. 18 to confer with Fox Case, the network's Pacific Coast public affairs director on departmental activity and to complete arrangements for a series of shortwave broadcasts from the Orient.

Sheaffer Pen Spots

W. A. SHEAFFER Co., Fort Madison, Iowa, whose radio advertising is now being handled by the Russel M. Seed Co. Inc., Chicago, started announcements and chain breaks on 54 stations the week of Aug. 16. The complete list follows: WGN, WOKO, WFBR, KGHL, KFYR, WNAC, WBEN, KGIR, WSAI, WHK, KRLD, KOA, WHO, CKLW, WEBC, KTSM, WDAY, KTRH, WJAX, KMBC, KLRA, KHJ, WAVE, WMAZ, WREC, WIOD, WTMJ, KSTP, WLAC, WWL, WOR, WKY, WOW, KTAR, WJAS, KEX-KGW, KXL, WPTF, WMBG, WDBJ, WHEC, KSL, KTSA, KFRC, WTOC, KOMO, KWKH, KFPY, KSD, WSYR, WDAE, KTUL, WNAX.

Maca Yeast in West

NORTHWESTERN YEAST Co., Chicago (Maca yeast), will start thrice-weekly quarter-hour transcriptions in the Pacific Northwest Sept. 15 on KGW, KOMO and KHQ. Transcriptions will feature *Virginia Lee and Sunbeam*, now broadcasting for Maca yeast on WLS, Chicago. Stations in California will be added within 30 days when distribution in that territory has been obtained. Hays MacFarland Co., Chicago, is agency.

ICONOSCOPE — This television tube for Midland Television Corp., was shipped to Kansas City by air. Jack Starr, announcer (center), is interviewing Jerry Taylor, Midland president, who described the tube on KMBC. At left is the pilot.

Local Vapex Series

E. FOUGERA & Co. Inc., New York (Vapex), will sponsor *Let's Play Games*, WOR, Newark, program featuring Jane Martin, effective Oct. 8. The program is heard Fridays at 8:45-9 p. m. (EDST) and will continue locally on WOR. Agency is Small & Seiffer Inc., N. Y.

Crosley Letter Views Demand of Payne For Data on WLW as a Personal Matter

REPLYING promptly to the allegations set forth in the letter by Telegraph Commissioner George H. Payne [BROADCASTING, Aug. 15], demanding detailed information on the financial structure, profits and operating methods of WLW, Cincinnati, Powel Crosley, Jr., president of WLW, on Aug. 17 declined on advice of counsel to furnish the data and took occasion at the same time to answer charges and innuendoes in the Payne letter.

Because the Payne letter, dated Aug. 14, was released for press publication Aug. 16, Crosley stated he was using the same method to reply, declaring:

"Your letter to me, which I saw in the newspaper this morning in advance of its receipt by me, refers to the request for certain information at the hearing before the Broadcast Division of the FCC —of which I understand you are not a member—last October. Because you chose to make the press the vehicle for what you apparently consider an official communication, I avail myself of the same method of reply.

A "Personal Request"

The charges and countercharges in the two letters were published widely in the press, and repercussions were even heard in Congress before it adjourned Aug. 21. Crosley's refusal to furnish the data demanded by Payne, which he said was "a personal as distinguished from an official request," presumably will require full Commission action if the "deadline" which Payne set as Sept. 13 is to be met. The Crosley letter continued:

You doubtless recall that I advised you that the information you requested was not available then; that I would have it prepared and submit it to you. I dictated a letter on November 17, 1936, and attached thereto a copy of a financial analysis. As this was prepared at your personal request, I preferred to have it presented personally to you. Our general counsel, Mr. Charles Sawyer, of Cincinnati, at my request undertook to present my answers to your questions in person. Due to the fact that you were not in Washington but were ill in New York and later in Florida, he was unable to contact you until some time later when he made an appointment to see you in Washington. When he appeared at your office he was told by your secretary that you could not see him and he thereupon asked when he might have a chance to discuss the furnishing of this information with you, and was told that until I heard from you the matter could be held in abeyance. I have had no further communication from you or your secretary in reference to this matter until I read your letter in the papers this morning.

As further evidence of the fact that we were not trying to avoid contacting you in this connection, I would state that Mr. William S. Hedges, vice-president in charge of broadcasting, early this spring also called at your office, after having made an appointment, and when he reached your office was advised by your secretary that you were too busy to see him. As stated above, my reply to your request for information was written last November. I am sending it to you now in compliance with my promise to you at the time of the hearing. The delay in sending it is due wholly to your own unwillingness to accord our representative the courtesy of a meeting and the statement that until we received further word from you we might withhold sending the letter.

You make an invidious reference to the circumstance that I included you in an invitation to some of my friends in Washington to attend the All-Star baseball game. As the President of the Cincinnati Ball Club I had been allotted a number of tickets to this game. As it was my feeling, as I stated to you in my letter of November 17th, that I should like to know you better personally, although I had, contrary to your statement in your letter, met you previously, I had hoped to see you again. As it turned out I myself was unable to be in Washington that day and have not been in Washington since last October. While some of my friends attended the game and others did not, you are the only one who has questioned the motive of my invitation.

In response to the further request made in your letter that I furnish you with answers to certain questions propounded by you, on or before September 13th, I must respectfully decline. I do so upon advice of counsel that this is a personal as distinguished from an official request. Although widely accepted by the press as official, it is none the less personal, since you are not a member of the Broadcast Division and have not been authorized by that Division or by the full Commission to make such a request; moreover that a similar request is not being made of other stations.

You refer to the monopoly of the 500,000-watt field by the Crosley Company. You are probably not familiar with the fact that the Crosley Company has pioneered experimentally every increase in power beginning with the establishment of the first 5000 broadcasting station. You should know that after proving its value from a standpoint of service to the remote listener in over-riding static, we were permitted to pioneer the first experimental 50,000-watt transmitter for the benefit of the remote listener. When it was proved efficient and useful many permits to other stations were granted and are still in operation.

You find fault with the Crosley Company for conducting its business "under an experimental license", although our first 5,000-watt transmitter was operated first experimentally and later our 50,000-watt transmitter was operated first experimentally. May I bring to your attention that this classification is entirely in the hands of the Communications Commission. There has been before the Commission ever since January, 1935, an application to have the high power assigned to the Crosley Company on a regular basis. At that time, two and one-half years ago, our Company felt that the experiment had already demonstrated the benefit of the increased capacity for remote and rural service.

I note your statement that the practice of collecting commercial profit on the basis of experimentation is "definitely prohibited by the rules of the Commission." On the contrary, there are numerous experimental permits held by radio stations other than WLW all over the United States on which commercial business is being done, and I assume being reported in the course of routine to the Commission.

In your letter you refer to certain statements made on the floor of Congress. I have not seen those statements personally, but if Congressman McFarlane stated as quoted by you that we had increased our advertising rate fifty per cent, he was misinformed. The actual increase in rates was twenty per cent, although the increase in power was 1,000%.

Moreover, in your published letter you used this libelous implication: "Immediately after my attempt to question you there was surreptitiously inserted into our annual report to Congress—a report that was never seen by any Commissioner—a gratuitous and valuable advertisement of your station, confirming my impression that there was something strange in Denmark."

Passing over the reflection in this statement upon your fellow Commissioners, it will strike most people as remarkable that the Communications Commission sent to Congress as its official report a document that none of the Commissioners had ever read. I understand that the report in question, dealing with the relative popularity of various radio stations from a coverage standpoint, was prepared by your own experts and engineers. Certainly the Crosley Company knew nothing about it and first saw it when the report was issued.

I hope that I have answered the questions raised in your letter.

THE PIONEER MAKES GOOD EVERY DAY

50,000 WATTS

KDKA

PITTSBURGH

TOPS IN SPOT

From its earliest days as America's first broadcasting station, KDKA has occupied a dominant position locally and nationally. Its prestige is a tremendous asset. And its records show that leading local and national advertisers have cashed in on it day after day, year after year.

Basic Blue Network Station
Completely Programmed by NBC

Selling Transportation Via Broadcasts

Union Pacific Stages Finds Air Waves Effective

By NELSON CARTER
Omaha Manager, Beaumont & Hohman Inc.

TRANSPORTATION companies have usually been tough prospects for radio time salesmen. Concerns like Greyhound, Chesapeake & Ohio and Union Pacific Stages are among those that have sampled radio and found it much to their liking. This article deals with a new program that Union Pacific Stages has started in Nebraska. Results have been favorable and Mr. Carter gives an account of how Beaumont & Hohman handles the merchandising and exploitation angles of the series. It's a folksy sort of program that the sponsor offers and the ticket offices appear to be reacting favorably to the radio promotion.

ON JUNE 5 a special Union Pacific bus rolled into Fremont, Neb. On board was a special passenger list, too, including a seven-piece orchestra, announcers, a technician, members of the traffic department of Union Pacific Stages, and officials of their advertising agency. The occasion was the first in a series of *Howdy, Neighbor* broadcasts over KFAB. Fremont, a prosperous little city of 11,407 population located 30 miles from Omaha, headquarters for the bus company, had been selected as the inaugural city for the summer broadcasts.

Howdy, Neighbor, patterned in the style of other air shows that salute neighboring cities, was conceived and built by the Omaha office of Beaumont & Hohman to be a program that would not only stimulate immediate ticket sales for Union Pacific Stages, but would also create an immense amount of good will in cities served by that company. The program has succeeded in doing that dual job.

A Believer in Radio

Union Pacific Stages believes firmly in the value of radio advertising. This conviction is prompted by the excellent results they have had from the medium over a six-year period. The company has consistently used radio during that time on stations in cities that dot its routes through 18 States from the Great Lakes to the Pacific Coast.

Howdy, Neighbor was an innovation in one regard. It was the first time the bus company had made use of remote control broadcasts. However, "ballyhoo trips", in which new buses were paraded and displayed in on-line cities, have always played an important role in their promotional activities.

The success of this type of exploitation prompted us to take the latest and most attractive type of bus out for each broadcast. The bus is driven through each town with banners announcing the time and place of the show in order to build a larger crowd for the broadcast. It is also on display during the program so that the local audience in each case will see as well as hear about the splendid new equipment offered by Union Pacific Stages.

This very element introduces what we believe is a unique effort to merchandise travel. The audience watching the broadcast is afforded a full opportunity to feast their eyes on the blue and silver bus that is parked at the side of the broadcast platform. At the same time, the audience becomes better acquainted with the location and services of the bus depot, for the broadcast is conducted on the street directly in front of the terminal. Inexpensive souvenir cards are given to the audience. On one side of the card is pictured a Union Pacific bus together with the entertainers. On the reverse side are printed the words to "Auld Lang Syne", the community sing that winds up each program. Time-tables and travel folders are passed out to those watching the broadcast.

To make the unrehearsed broadcasts as foolproof as possible and to capitalize to the greatest extent on the inherent publicity value of the program, the following method of operation has been set up. Publicity stories, together with matrices showing the bus and the stars of the program, are mailed well in advance of the broadcast to the local newspapers by the promotion department of KFAB. Excellent results have been obtained by these efforts. Without exception we have secured two or three front-page stories together with pictures in every city in which we have held a broadcast.

A banner announcing the broadcast is sent to the local bus agent and is displayed in front of the bus depot. Newspaper advertisements calling attention to the broadcast are released the day before the show. Letters are written to the mayor of the city and the secretary of the local Chamber of Commerce telling them of the program and requesting their appearance on it.

Through the second named individual local talent is lined up for the show, generally the city band. Time is allotted for speeches, music, and man-on-the-street interviews, and the show is finished off as much as possible. Two representatives of KFAB arrive in each town well in advance of the broadcast. Announcer John Shafer handles last minute details and makes sure that all local personalities who appear on the program will be on hand. Technician Al Bates sets up loud speakers and checks his remote lines.

The actual program is made up of music by the orchestra who are dressed in bus drivers uniforms; a speech of welcome by the mayor; vocal numbers by Dalton Norman, cowboy singer; a speech by the secretary of the Chamber of Commerce, describing the city from which the broadcast originates; special music by local talent; man-on-the-street interviews conducted by Shafer among the crowd gathered for the broadcast; and a community sing. The show has plenty of talent and variety to keep things interesting for both the crowd at the point of broadcast and the air audience throughout the half-hour period. Every phase of the program is designed to create a friendly, informal atmosphere. In cities where there is a predominant group of foreign-born, songs of that particular country are presented by the orchestra. Broadcast cities are selected with an eye towards being on hand for special local events such as fairs, rodeos, etc.

Why Saturday!

A visit to any Nebraska city or town on a Saturday afternoon will furnish the answer as to why that time was selected as being ideal for the broadcasts. Streets and stores are invariably crowded, as these cities become focal centers for rural shoppers from surrounding points who seldom miss a visit to town on Saturdays. Interviews on the program reveal that many members of the audience drive as far as 50 miles to witness the broadcast.

From start to finish, the program has been highly successful in meeting the particular problems of selling bus travel. It has also created a gratifying amount of good will in every city that we have saluted on the show, and it goes without saying that this is a highly important consideration for any transportation company. *Howdy, Neighbor*, although still a youngster on the Midwest air waves, has already become a strong argument in favor of the benefits of radio as a means of selling transportation.

Saved by Shouts

RUSS RUSSELL, of WGN, Chicago, and Eddie Chase, of WCFL, who both work late shifts and who had been visiting friends, were walking on Kenmore Ave. when they noticed smoke pouring out of a window on the second floor of an apartment house. They ran into the house yelling at the top of their voices and banging on doors to awaken the sleeping occupants. More than 20 residents were awakened by the two announcers and routed from their beds. Russell tried to enter the apartment of Mrs. Hulda Wisner, where the fire originated, but was driven back by the flames. Mrs. Wisner was rescued a moment later by firemen but she was severely burned.

TRUMAN BRADLEY, Chicago CBS announcer, made a hole in one on a Chicago golf course August 18. The shot was made on a 170-yard hole with a No. 2 iron.

Free Speech Privilege Of Sponsored Program Upheld in Federal Court

SPONSORED radio programs have the same privilege as newspapers in naming persons and telling facts, without permission of those involved, whether the events took place a day or many years before the time of broadcast, under a ruling handed down Aug. 18 by Judge LeRoy J. Adair in U. S. District Court of Chicago.

Judge Adair denied to Martin Durkin, serving a 33-year sentence for the shooting of a Federal Agent in 1925, an injunction to prevent CBS and Colgate-Palmolive-Peet Co. from broadcasting a dramatization of his career on the *Gang Busters* series directed by Phillips H. Lord.

The program was scheduled for Aug. 18 but another was substituted when Durkin filed his action Aug. 17. It was broadcast on Aug. 25 instead. Durkin objected to the program because he will be eligible for parole in seven months and claimed the broadcast might jeopardize his chances of obtaining a parole.

Wallace Biscuits to Start

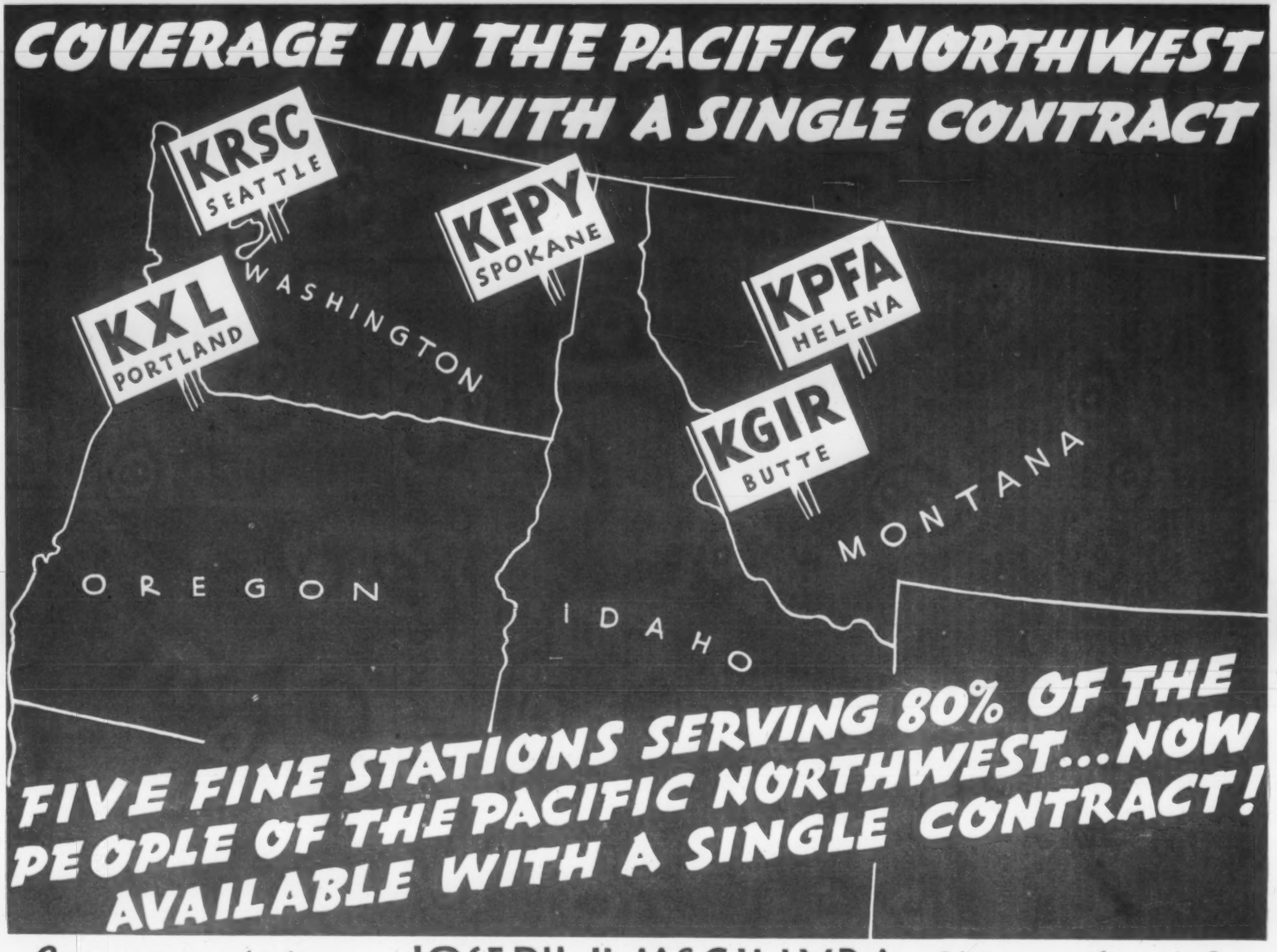
WALLACE BISCUITS, a new reducing biscuit, will begin its initial advertising with a test program on WHB, Kansas City, Sept. 27, with WGN to be added Oct. 18. Wallace Rogerson, head of the new firm, is currently conducting his *Get Thin to Music* program over WGN and Mutual Broadcasting System on a sustaining basis. The *Get Thin to Music*, WGN and WHB commercial programs will be broadcast at 9:30-9:45 a.m. six times weekly. Other Mutual outlets will be added after distribution has been secured for the new product. Reincke-Ellis-Younggreen & Finn Inc., Chicago, is handling the new account.

Forms Promotion Firm

GEORGE W. DAVIS, one of the founders of Willard Tablet Co., and vice-president of the firm from 1931 to 1933, has formed his own company in Chicago bearing his name, which will deal solely with radio contests, merchandising and promotion. Davis started the *Walgreen Hour* about 10 years ago on a special chain of 10 midwestern stations broadcasting a weekly program which originated at WLW, Cincinnati. On this participation program many advertisers including Lady Esther, Campana's Italian Balm, Ovaltine, Kolynos tooth paste, Wildroot hair tonic, Coty's face powder and Johnson's Wax, used radio for the first time. The new company is located at 75 E. Wacker Drive.

Schmidt Bakery Series

SCHMIDT BAKERY Co., Baltimore (chain of eastern bakeries) will start a series of 40 one-minute transcriptions about Sept. 6 on WCAO, Baltimore, with five other outlets in the East to be added later. The announcements, a historical series, will be broadcast thrice daily in the interest of Old Home bread. Transcriptions were cut by Columbia Transcription Service, Chicago. W. E. Long Co., Chicago, is agency.


COVERAGE IN THE PACIFIC NORTHWEST WITH A SINGLE CONTRACT
KRSC SEATTLE
KFPY SPOKANE
KXL PORTLAND
KPFA HELENA
KGIR BUTTE
WASHINGTON
OREGON
IDAHO
MONTANA
FIVE FINE STATIONS SERVING 80% OF THE PEOPLE OF THE PACIFIC NORTHWEST... NOW AVAILABLE WITH A SINGLE CONTRACT!
Representative, JOSEPH H. McGILLVRA Chicago · New York

JOINT COMMITTEE SEEKS RURAL BIDS

THE long-discussed radio survey of the rural areas of the United States will get under way the latter part of October, according to present plans of the Joint Committee on Radio Research, which has already sent invitations for bids to all the major research organizations of the country. Deadline for bids has ben set for Sept. 15, which will leave a month for discussion of methods between the Joint Committee and the organization selected for the job of securing the desired data.

Project, to be financed jointly by CBS and NBC, will attempt to determine ownership of receiving sets and broad form listening habits of farmers and residents of towns of less than 2,500 population, which are not included in such studies as those made by Crossley Inc. for the Cooperative Analysis of Broadcasting. Questions of listening areas, or station coverage, will not be taken up in the projected rural survey.

Paul Peter, executive secretary of the Joint Committee, has recently returned to New York from Maine,, where he supervised the last part of the New England survey which the Committee has been making to test its methods of fact finding before recommending their application on a national scale. The results of this test study are now being analyzed by the technical subcommittee of the Joint Committee and will probably be presented to the latter body sometime in the fall.

Plans for New KHBG

WHILE the starting date has not yet been set nor the personnel chosen, plans are going forward for the construction of the new KHBG, Okmulgee, Okla., 100 watts daytime on 1210 kc., authorized last June 15 by the FCC. E. M. Sepaugh, who will manage the station, reports that a 100-G RCA transmitter, a 204-foot Blaw-Knox tower, Western Electric speech equipment and RCA microphones and turntables have been ordered. Standard Radio library service and Transradio Press have also been ordered, and J. J. Devine & Associates has been appointed representatives. Mr. Sepaugh is part owner of the new station, and is also part owner of KVOL, Lafayette, La., KRRV, Sherman, Tex., and KPIC, Lake Charles, La.

Nunns Sell Newspaper

SALE of the *Lexington Herald* to the publisher of the *Lexington Leader* does not affect the ownership of WLAP, Lexington, Ky., which will continue in the hands of J. Lindsay Nunn and his son, Gilmore N. Nunn. The Nunns, it was announced, expect to remain in Lexington despite the sale of their newspaper, with the father continuing as president of the American Broadcasting Corp., licensee of WLAP, and the son supervising the station. The Messrs. Nunn also own the *Roswell* (N. M.) *Dispatch* and own two-thirds of KICA, Clovis, N. M.

CKAC engineers have their difficulties at their station just outside Montreal. The station uses a cage antenna, and they have to take it down at least three times a month to free the birds who fly into the cage and cannot get out again.

CIRCUS COURAGE

WCLO Manager Joins Aerial Acts on High Perch

WCLO, Janesville, Wis., broadcast what Ringling Bros. & Barnum & Bailey circus described as the first program from the top of the tent by shortwave and the most elaborate coverage ever given the circus.

Sid Bliss, WCLO manager, timidly climbed a rope ladder 110 feet high in full view of the circus crowd and dizzily spoke from the tiny perch used by the famous Wallenda aerial act, although he admitted afterward he was too weak to stand and couldn't remember much about the performance.

Besides the matinee, WCLO also broadcast an early morning remote as the circus unloaded, erection of the big top, interviews with bosses and performers. Mr. Bliss was aided at the matinee by John Dixon, Nancy Dearborn and Grae Duane, who handled the ground acts.

AT SEASIDE—Carleton McVarish (center), sales promotion manager of Yankee Network, Al Stephinson (right), Yankee publicity director and James Bagley, INS reporter, took their vacation at the Cavalier, Virginia Beach.

NO ACCOUNTING FOR RADIO?

Iowa Broadcasting System Handles Business Details With a Staff of Three

By ROBERT R. TINCHER
Assistant Treasurer
Iowa Broadcasting Co.

Mr. Tincher

IN RADIO there is unfortunately no uniform system of accounting. It is necessary to organize methods that facilitate the handling of the thousand and one business problems that are always arising, and that are peculiar to the particular stations setup. Whatever system is employed, however, it should be characterized by speed, accuracy and flexibility, the ability to handle a wealth of detail without slips.

Here at the Iowa Broadcasting Co. we have something of a unique problem and a unique setup for handling it. All of our bookkeeping is done in one Des Moines office by a staff of three. We have two stations in Des Moines and one station located in the two cities of Waterloo and Cedar Rapids, each having its own program, talent and sales force. We have one station affiliated with CBS and two affiliated with both NBC Blue and Mutual Networks. How do we handle such a volume of detail?

Let's start from scratch, with one of our salesmen bringing in a contract. The accounting department gets the original and copies go to the salesmen, the commercial department and the advertiser. Then the commercial department issues a time order containing pertinent information. This order goes to the traffic department which sends the original back to accounting and copies for traffic, commercial, promotion, continuity and program departments.

How It Is Done

The accounting department immediately makes up an individual file for the contract. If it happens to be an Iowa Network contract, linking WMT with either KRNT or KSO, we make a breakdown at once, splitting the gross income per broadcast agency commission, representative commission and net time revenue. We make several copies of this breakdown, send the original to Waterloo or Cedar Rapids, a copy to the sales force (or commercial department) and retain a copy in the accounting file that contains the contract. Thus we have a handy checking reference whenever needed.

Each day we start accounting department activities with a complete check on announcers' schedules, continuity books and operators' logs. We check announcers' schedules against operators' logs for possible discrepancies, then check the continuity books against the other two. From the announcers' schedules, when verified, the program or announcement is tabulated on an individual client's ledger sheet which indicates the type of announcement or program, the length and class of time.

On Mondays, at the close of each week, the time used by clients is broken down in dollars and cents. This revenue breakdown each week is summarized in the summary ledger and broken down again according to time, agency, representative, talent and line charges. The totals for each week are run cumulatively for four weeks, then posted to the revenue accounts in the general ledger.

All expenses excepting payroll, taxes and talent costs are accrued each week. Exceptions are entered at the actual figure. Thus we can tabulate total weekly expense against total weekly income to give us a complete weekly profit and loss balance. Accrued expenses are adjusted every four weeks to anticipate needs for the succeeding four weeks. The weekly income, expenses and resultant profit or loss is then tabulated and reported to the executives in comparison with that of the same week for the preceding year.

WMT in Waterloo and Cedar Rapids report their local revenue to our Des Moines accounting department. To it is added the WMT share of network revenue. All network accounts are entered, billed and collected from this department. We also determine the accrued expenses for Waterloo and Cedar Rapids. In addition, we prepare all ASCAP reports.

We keep each sales unit as a separate venture. Des Moines salesmen sell KSO and KRNT. Cedar Rapids sells WMT and Waterloo sells WMT. By keeping the units separated, we can determine quickly the profit or loss of each and keep expenses commensurate with conditions.

Every week we determine all NBC, CBS and Mutual chain revenue of our three stations separately. We have separate bank accounts in Cedar Rapids and Waterloo and a copy of every bank voucher is sent to us for auditing and entry in the books. All social security and old age pension records for the station are kept in our department.

Inasmuch as the advertising and promotion department in Des Moines prepares material for all stations, we pay the bills here and assign expenses equitably to each station.

Another important duty here is to prepare annual and semiannual financial statements showing the individual operations of each station and the consolidated result.

In addition, we keep complete statistical information on every account for compiling data on types of accounts sold, renewals and program and announcement classifications.

We keep an accurate check on furniture, fixtures and equipment of Waterloo, Cedar Rapids and Des Moines and prepare periodic depreciation schedules. These include both technical and office equipment.

We make no attempt to differentiate between revenue from programs and from announcements within the classifications of local time, national spot and representative spot revenue, and we charge talent and line expenses against net revenue to produce gross income. Against gross income is charged fixed expenses such as depreciation, rent, insurance, dues, etc., and variable expenses such as payroll, taxes and travel to produce profit or loss.

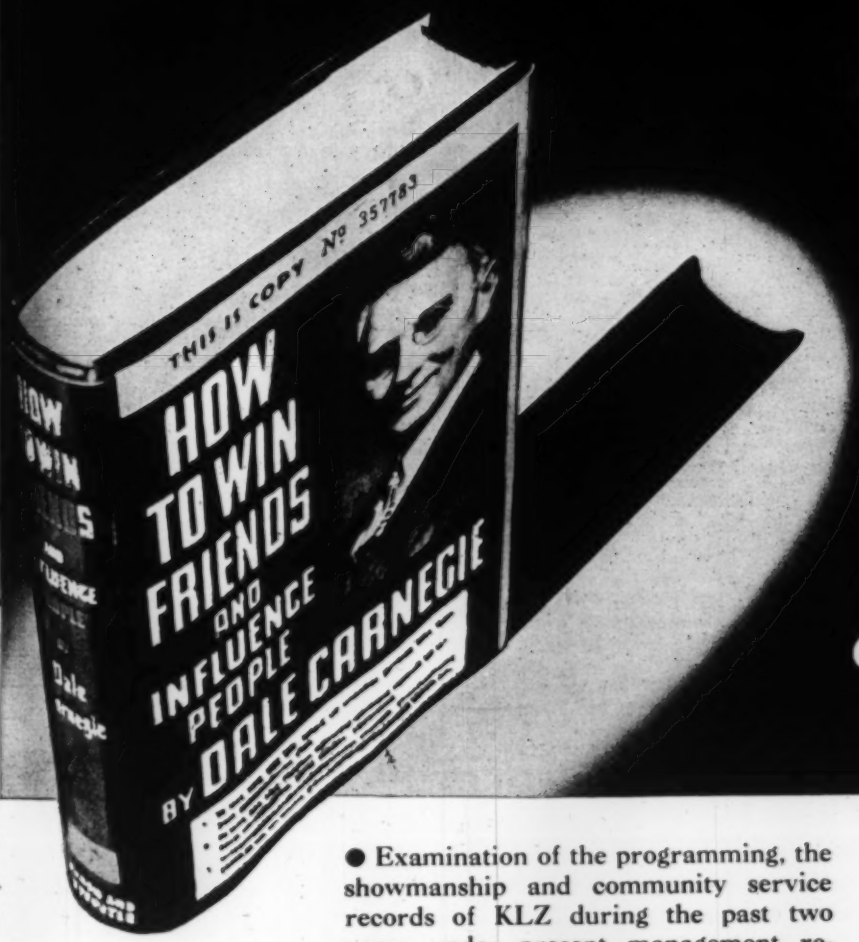
Since all stations are selling time and talent, it would be a great boon if a uniform system of accounting could be devised and adopted by all stations, particularly with regard to revenue classification and expense analysis. This seems impossible. The fact, however, that our staff of three here in Des Moines handles such a tremendous volume of detail smoothly indicates that the complexities of the radio business may be handled efficiently by a small staff according to the exacting demands of the modern executive.

Y & R Talent Setup

WITH Therese Lewis in charge of talent buying in New York and Joseph Stauffer handling the same assignment in Hollywood, Young & Rubicam Inc., handling a large volume of radio business, announced Aug. 24 that William R. Stuhler, director of its radio department, has taken on the additional duties of complete responsibility for all talent buying. Mr. Stuhler will maintain offices in both New York and Hollywood. Clarence Olmstead has been named radio department manager in New York, assisted by Fred Wile Jr. Tom Harrington continues as manager of the Hollywood branch of the agency.

Our hat's off to Dale Carnegie's best seller . . . but

KLZ could write a book on this subject!



● Examination of the programming, the showmanship and community service records of KLZ during the past two years under present management reveals clearly the reason for this station's rapid climb to top popularity among listeners in the Denver-Rocky-Mountain region.

KLZ has a personality and a manner that wins friends and influences people. Its every action is a studied and planned effort to widen its circle of friends and to merit the high favor and esteem of this region.

KLZ's superior ability to win friends and influence people in the Denver-Rocky-Mountain region is a powerful force which more and more advertisers are finding highly profitable to put behind their products.

KLZ DENVER

UNDER MANAGEMENT AFFILIATED WITH STATION WKY AND THE OKLAHOMA PUBLISHING COMPANY

NATIONAL REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

XUM

Radio Emanations From Movie Colony Are More Than Tripled During Year

Maj. Taylor

HOLLYWOOD radio releases have increased about 340% over last fall, Maj. David Taylor, member of the Los Angeles Chamber of Commerce research statistics committee, states in a report made on the amount of money that Hollywood radio production brings into Los Angeles county annually. Maj. Taylor, who is also production manager of American Radio Features, Los Angeles transcription and radio production concern, points out that this figure is not based upon increased percentage of shows themselves.

"Size of the show, cast and orchestra have been taken into consideration and while it would be a presumption to say that the revenue has increased 340%, still that is about as close as anyone can come," his report reads. "When one considers that increased Hollywood productions have compelled NBC to build studios locally and that they have in less than two years outgrown their use to handle releases, one can get a better perspective of the increased activity. Then there is CBS, building its new $2,000,000 West Coast headquarters in Hollywood and the advent of the Mutual network into the field. More and more Hollywood production for the networks also has a perculiar effect upon local shows.

From East to West

"To cite as example: Joe Doaks, a local man, becomes assistant to an eastern producer who has come to the Pacific Coast to produce a show. A local sponsor who has been satisfied with phonograph records for his program, becomes aware of the fact that Joe Doaks can produce a show for him. Before he knows it, Joe Doaks is producing three or four shows using dramatic talent. Here we have an increased payroll — a purely local payroll, but tracing its beginning to the fact that an eastern release became a western release.

"Leaving the network for the moment, we come to transcriptions. The realization by sponsors that Hollywood can hold its own with New York talent, production, etc., will mean that transcriptions produced locally will receive a better reception by eastern clients than has hitherto been the case because the sponsor, despite his denials, is influenced by the fact that the people on *Hollywood Hotel*, for example, are also appearing in the transcribed serial he is asked to buy.

"There are pitfalls in trying to estimate the increased revenue to Los Angeles county because to state that increased production in Hollywood to the tune of 340% means that the revenue to the city will be increased 340% over the previous year is entirely wrong. The increase in Hollywood production over the previous year is in programs whose costs run into the thousands each, where the locals are in the hundreds of dollars each.

"Good local actors who last year were playing three or four shows a week and getting paid top prices of perhaps $10 per show, are today playing three or four network shows a week and getting all the way from $25 to $75 per show.

"Slowly but surely, the choice radio accounts have for one reason or another migrated to the West Coast. Among those who have taken up permanent abode in California and who for years previous were noted as definite eastern originators are: Amos 'n' Andy; Lum & Abner; Burns & Allen; Marion Talley, Ken Murray; Eddie Cantor; Joe Penner.

"As if this were not enough we might safely say that within the next few months Kate Smith, Rudy Vallee; Fibber McGee & Molly and Lanny Ross are some of the many still originating in the East who contemplate moving to Hollywood to stay. Likewise it might be well to take note that sponsors are no longer looking to the East when budgeting for new radio programs. Joe E. Brown, Jack Haley and stars of like rank are shining examples of the new trend in added radio originators. These new shows are deciding the future of the radio capital, not losing sight of television.

"Increased percentage of originating programs in Hollywood has already had a telling effect on necessary budgeting for additional office space and personnel for advertising agencies dealing in radio. Heretofore agencies have considered New York as the focal point of interest and although this is a 'die-hard' rule, agencies are nevertheless awakening through sheer necessity to the increasing demand for technical and production supervision, which of course must be done at the point of program origination. All this means new money, additional work for many."

Rodent Ravage

KROW, Oakland, broke into a dead silence one recent Saturday morning. Engineers were befuddled but after a check-up they found that mice nesting in the main power transformer had short-circuited it, throwing the station off the air. It was one hour and 23 minutes before KROW got back its voice.

WICA, in Ashtabula, O., Goes on Air This Month

HEADED by R. B. Rowley, the new WICA, Ashtabula, O., 250 watts daytime on 840 kc., will go on the air between Sept. 15 and Oct. 1, according to C. A. Rowley, publisher of the *Ashtabula Star-Beacon, Geneva Free Press, Painesville Telegraph* and *Conneaut News-Herald*, Ohio dailies. Harrison Bailey, formerly with KMOX, St. Louis, will be program director, and George E. Gautney, formerly with WRBL, Columbus, Ga., will be chief engineer. Commercial manager and announcers remain to be selected.

The FCC last January authorized the construction of WICA. It is installing a Western Electric transmitter with RCA studio equipment. Johns-Manville Co. is handling the sound engineering and acoustic treatment. C. V. Martin, of Ashtabula, was architect for the new studio and transmitter house. A Truscon tower is being installed.

Joint Brewer Series

PLANS for a network series of weekly sports highlights featuring Clem McCarthy, to be sponsored by a group of independent brewers, have been announced by Harry S. Dube, New York radio producer and talent management company. As outlined in a letter sent Aug. 20 to a number of brewers throughout the country, the plan calls for a weekly quarter-hour program, broadcast by Mr. McCarthy from New York, with the commercial announcement of each sponsor to be done locally by an announcer at the station in his city. Cost of the program varies with the size of the market and power of the station, with only one brewery in a city being permitted to participate. No specific network is mentioned for the series. which is expected to get under way about Oct. 1.

Penick & Ford Plans

PENICK & FORD Ltd. Inc. New York, will start a spot announcement campaign for Brer Rabbit molasses and syrup in the fall, using daily announcements on some stations in October and on others in November, following the return of the pancake season in various localities. Extent of the campaign and number of stations is now being worked out by J. Walter Thompson Co., New York, agency of the company.

LISTEN, SI, WHAT THEY SAY ABOUT US!

The latest Brookmire map gives North Dakota first place in the nation with 53% increase in estimated income for the next six months.

Building activity at Fargo is already up 56%, compared to the nation's average of plus 9% above 1936. North Dakota's gasoline consumption shows plus 52% against the nation's plus 14%.

Maybe you think our present advertisers aren't feeling these gains. Are you?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

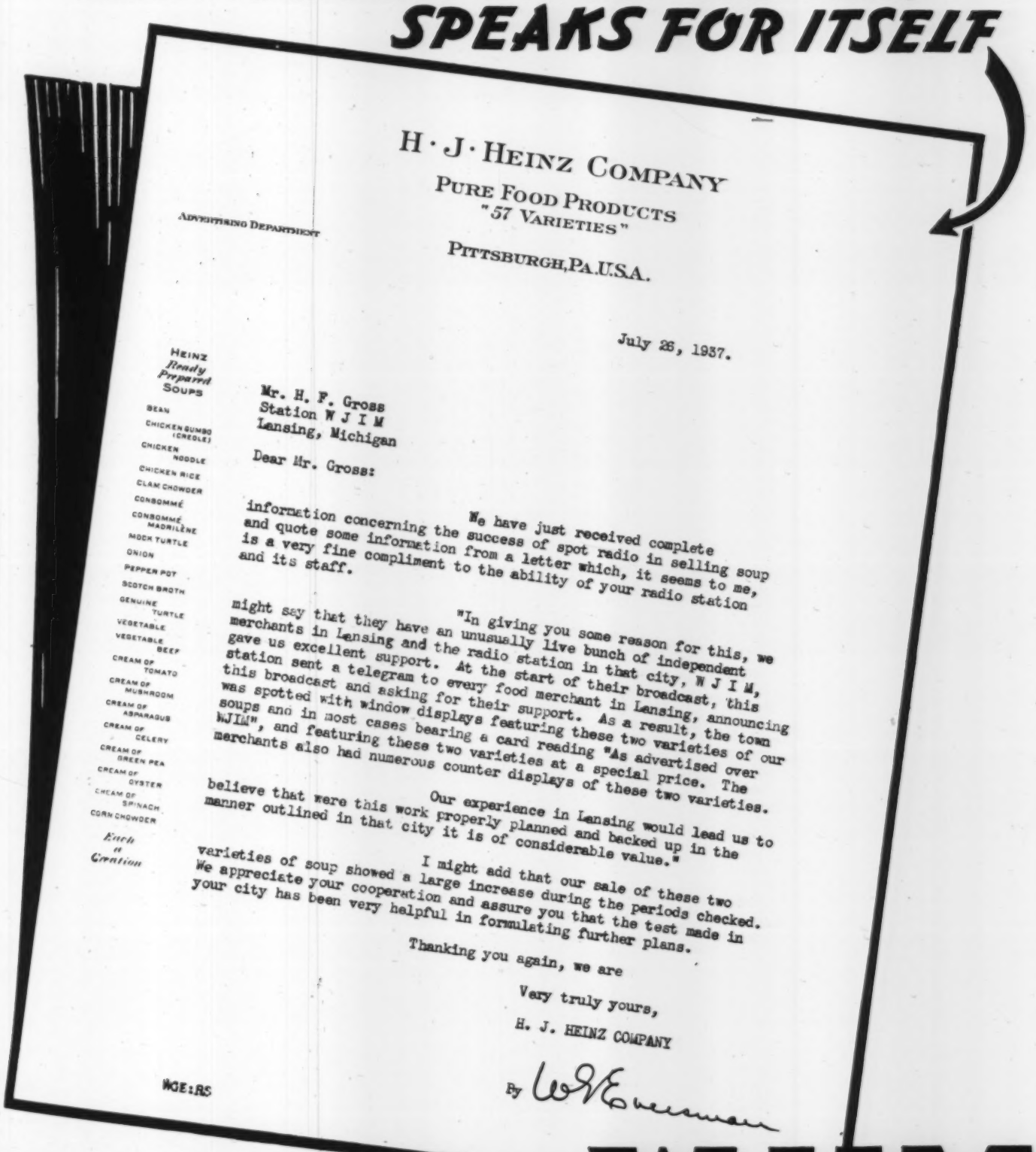
FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES 5000 WATTS DAY 1000 WATTS NIGHT

XUM

THIS UNSOLICITED LETTER SPEAKS FOR ITSELF



H · J · HEINZ COMPANY
PURE FOOD PRODUCTS
"57 VARIETIES"
PITTSBURGH, PA. U.S.A.

ADVERTISING DEPARTMENT

July 26, 1937.

HEINZ Ready Prepared SOUPS
BEAN
CHICKEN GUMBO (CREOLE)
CHICKEN NOODLE
CHICKEN RICE
CLAM CHOWDER
CONSOMMÉ
CONSOMMÉ MADRILÈNE
MOCK TURTLE
ONION
PEPPER POT
SCOTCH BROTH
GENUINE TURTLE
VEGETABLE
VEGETABLE BEEF
CREAM OF TOMATO
CREAM OF MUSHROOM
CREAM OF ASPARAGUS
CREAM OF CELERY
CREAM OF GREEN PEA
CREAM OF OYSTER
CREAM OF SPINACH
CORN CHOWDER
Each a Creation

Mr. H. F. Gross
Station W J I M
Lansing, Michigan

Dear Mr. Gross:

We have just received complete information concerning the success of spot radio in selling soup and quote some information from a letter which, it seems to me, is a very fine compliment to the ability of your radio station and its staff.

"In giving you some reason for this, we might say that they have an unusually live bunch of independent merchants in Lansing and the radio station in that city, W J I M, gave us excellent support. At the start of their broadcast, this station sent a telegram to every food merchant in Lansing, announcing this broadcast and asking for their support. As a result, the town was spotted with window displays featuring these two varieties of our soups and in most cases bearing a card reading "As advertised over WJIM", and featuring these two varieties at a special price. The merchants also had numerous counter displays of these two varieties.

Our experience in Lansing would lead us to believe that were this work properly planned and backed up in the manner outlined in that city it is of considerable value."

I might add that our sale of these two varieties of soup showed a large increase during the periods checked. We appreciate your cooperation and assure you that the test made in your city has been very helpful in formulating further plans.

Thanking you again, we are

Very truly yours,

H. J. HEINZ COMPANY

By W E Emerman

WGE:RS

The NATION'S GREATEST TEST STATION

WJIM is the perfect locale for a test campaign . . . it is the capital of the state (20,000 state employees) . . . the home of Oldsmobile, Fisher Body, Reo and Motor Wheel . . . an agricultural center and the site of Michigan State College. A perfect cross-section of 50,000 American homes. WJIM receives programs from three networks.

National Broadcasting Company (Blue)
Michigan Radio Network — Canadian Broadcasting Corporation

WJIM

LANSING—The CAPITAL of MICHIGAN

XUM

"ONE FOR T
TWO FOR

—three to get really

that was a logical progression before the days of Spot

factor—a very important fifth factor! ● When the ap

lected (No. 2), merchandising and other plans complete

● *Where* are you going? Into what markets? On what

are headed for Spot Broadcasting success. ● Here

important factors in the most successful Spot Broadcas

XUM

FOR THE MONEY,

FOR THE SHOW,

et ready and four to go", ran the old jingle. ● And

ys of Spot Broadcasting which has injected a fifth

n the appropriation is set (No. 1), the program se-

completed (No. 3) and you're ready to go (No. 4)____

On what stations? If *these* are properly chosen, you

● Here are markets—here are stations—that are

Broadcasting campaigns.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WCHS	Charleston, W.Va.	CBS
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

XUM

BROADCASTING and Broadcast Advertising

Published by
BROADCASTING PUBLICATIONS, Inc.

Executive and Editorial Offices:
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Subscription Price: $3.00 per year–15c a copy–Copyright, 1937, by Broadcasting Publications, Inc.

J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NORMAN R. GOLDMAN, Advertising Representative

NEW YORK OFFICE: 1270 Sixth Ave., Rockefeller Center, Telephone - COlumbus 5-3815
BRUCE ROBERTSON, Editorial ● MAURY LONG, Advertising
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● HAL TATE
HOLLYWOOD OFFICE: 6331 Hollywood Blvd., Telephone GLadstone 7353 ● DAVID H. GLICKMAN

The New Order

A NEW ERA looms in radio regulation. Infusion of new blood into the FCC to revitalize it, and to acquire for it the prestige such an important governmental agency merits, are the first signs. The elimination of internal friction and the rooting out of the causes for repeated charges of political manipulation have been ordered by the White House itself.

Merit, not politics, prompted President Roosevelt in his selections of Frank R. McNinch and Comdr. T. A. M. Craven for the two FCC vacancies. The President made it plain he wants to "clean up the mess." The FCC has been the most sharply criticized of all of his New Deal agencies—some of it justified, much of it the outgrowth of agitation from within the FCC's own ranks.

In drafting Mr. McNinch from the Federal Power Commission to take over temporarily as FCC chairman, the President chose a man in whom he had implicit faith and confidence. While Mr. McNinch has had no experience in radio, he served with distinction as a Democratic member of the Power Commission under Hoover and since 1933 has directed that agency's destinies as its chairman. Possessed of a keen, analytical mind, a man of the highest integrity and a "square shooter", Mr. McNinch is said to be the type of executive who acts promptly and hits hard when necessary. The FCC needs that kind of direction.

The second appointee, Comdr. Craven, is well known in the radio world and recognized as one of its foremost engineers. Since 1935 he has served as chief engineer of the FCC. He has been instrumental in formulating many of its policies, notably in the international field, and he is held in high esteem not only by the President but by Secretary of State Hull. In all the hubbub over the Commission, there has never been one word of criticism so far as we are aware of his direction of its engineering department in spite of the often controversial and sometimes delicate nature of its work.

In view of the shortwave "Teapot Dome" innuendoes and the more recent suggestion of "surreptitious" activities in connection with power allocations, it can be said that the new appointments are a blow to the standing of Telegraph Commissioner Payne, whose press statements and visits with members of Congress, Democrats and Republicans, New Dealers and anti-New Dealers alike, have been responsible for many of the eruptions over the FCC. Payne has been in repeated conflict not only with other members of the FCC but with Comdr. Craven as chief engineer. It develops that this was known to the White House, which apparently led many newspapers to interpret the Craven appointment as a "rebuke" to the New York Republican.

The Craven appointment came in the face of opposition stirred up by certain factions who attempted unsuccessfully to block his confirmation by the Senate, only to see Senator after Senator arise to praise the selection [see page 67].

The new order on the FCC does not mean that an inquiry into the FCC and the industry will be averted. This was made plain in the Senate debate. More than likely, the comprehensive White Resolution for a fact-finding inquiry will be authorized at the second session of this Congress which convenes in January. Such an inquiry, we say again, should tend to clear the atmosphere, for radio has nothing to fear from any Congressional effort to get at facts and utilize them to bolster the law and the industry.

Resolutions — a half dozen of them — have been introduced in the House to investigate the FCC, the radio industry, the "radio monopoly" and even this publication. Just before Congress adjourned on Aug. 21, Rep. Bacon (R-N. Y.) introduced a resolution asking that a committee be named to investigate a "vicious and arrogant lobby" which he alleged influences the industry and attempts to control the FCC. BROADCASTING was specifically mentioned as "the channel of communication of the lobby's views."

With due deference to Rep. Bacon, a splendid gentleman who did not take the trouble to inquire into the situation, we think it is more than a coincidence that he represents the home district of Telegraph Commissioner Payne.

We might point out that Payne is plaintiff in a $100,000 libel suit against BROADCASTING still pending in the courts.

We cannot quite fathom the term "lobby". But if it means, as used in the resolution, that BROADCASTING has used its editorial prerogatives and the right of a free press to fight for higher standards in broadcasting and good government in its regulation; has condemned the playing of politics with the FCC; has criticized self-serving agitators who snipe at the American Plan of radio; has deplored trumped-up charges of "Teapot Dome" and legal and engineering "skullduggery"; has sought to expose malice and misrepresentation —then we plead *guilty!*

The RADIO BOOK SHELF

THE 452--page book *Television* recently published by RCA Institutes Inc., training subsidiary of RCA, containing more than 300 illustrations, has gone into a second edition. It is available only with the quarterly *RCA Review* as a premium, subscription $1.50 per year.

GENERAL FOODS makes Huskies, General Mills makes Wheaties, Kellogg makes Krispies, Krumbles and other cereals, Lou Gehrig mixes them up for a reputed fee of $1,800 and BROADCASTING *erroneously blames Kelloggs for making General Foods' Huskies. They're all good and we're all wrong. Please pass the cream and sugar.*

Foolish Figures

RADIO business up 29%! Network income soars! Spot business doubles!

Such headlines, combined with fantastic tales of radio as a Get-Rich-Quick-Wallingford type of business, in no small measure have been responsible for the fire aimed at the industry as a whole. It is because the impression is widely prevalent that radio simply exudes gold, that every conceivable type of service is trying to exact tribute from the industry and that state and national bills are introduced for confiscatory taxation of stations.

It is true that radio, as an industry, is now enjoying prosperity. But so is industry generally. Newspapers are carrying more lineage. Magazines and billboards are eclipsing all previous records. Crops are up and retail sales monthly are smashing records. The percentages of increase may not be as spectacular as radio's, but that is because broadcasting is a young industry that started from scratch when other basic media were well entrenched. And it should be remembered, too, that broadcasting, from the standpoint of monetary turnover, represents but a fraction of the income of most other advertising media.

But more important is the fact that broadcasting income figures now published monthly are *gross* income and not profits. And it should be kept in mind by those throwing the bricks that it is only in the last three or four years that the industry has emerged from large smudges of red ink.

Certainly the majority of stations and networks are earning money. But each issue of BROADCASTING reveals that the industry trend is toward diverting profits and income toward new plants, new studios, modern equipment—all with the objective of rendering improved service to the public and to the client. That is healthy development and should be encouraged.

Figures are risky because they are susceptible of outlandish interpretation, particularly by those who wish to distort them. Moreover, income figures are based on one-time rates of stations and of networks, which obviously tend to bloat them. We think the matter is one worthy of serious consideration within the industry.

We Pay Our Respects To —

BERTHA BRAINARD

ONE summer day 15 years ago a young woman crossed the threshold of radio with a new idea—an idea for a program linking the infant of the entertainment world with the seasoned veteran, the Broadway stage. The idea clicked. She got the job.

That young woman—the name is Bertha Brainard, "Betty" to her friends—on Aug. 28 celebrated the 15th anniversary of her association with radio. Celebrate isn't quite the right word. Miss Brainard's daily appointment pad is too crowded with matters of immediate import to leave much time for nostalgia of the pressed-flower variety. She isn't that kind of a person, anyhow. And, besides, it's a man-sized job to manage the commercial program department of NBC. Miss Brainard is five feet two, and intensely feminine. But in business she's neither woman nor man; she's a competent and successful executive who has come up the ladder in and with radio.

Miss Brainard's ability to think quickly and calmly under the fire of modern business is one of her best assets. With that, there's judgment, authority, responsibility, the capacity and the willingness to make decisions and to carry them through. These qualities are, of course, supposed to be typically masculine. Yet she has them—and in her, they're not masculine; they're Miss Brainard in action.

You would have to sit in at a number of conferences to learn that Miss Brainard has an uncannily accurate faculty for judging human beings, and for handling them. She somehow knows how to get people out into the open, bringing out their views, ideas, prejudices, feelings, judgments. And when the talking dies down and the decision is to be made it's seldom far from the one favored by the quiet little woman at the head of the table.

Miss Brainard's name doesn't figure much in her present job—at least not to the uninitiated. Instead of being out front, she works for others, for the public, agencies, clients, the artists, actors and musicians. In addition, she does a full time job of working for radio itself. Above all, Miss Brainard watches over—and contributes to—the creation of high standards of radio.

Others may think of one show—of the show in hand. Miss Brainard must think of the whole course of radio showmaking—its past, present and future. And Miss Brainard goes on to figure out whether the program will help the client and the agency to keep on making money in the future.

On the biographical sheet Bertha Brainard once filled out for NBC, there were exactly 37 words and all but a half-dozen were names—birthplace, schools, other factual details. She was born in South Orange, N. J., the daughter of a newspaperman. After learning to be a teacher at the Montclair (N. J.) Normal School, she travelled for a while. During the World War, she drove an ambulance in New York, carrying the wounded from transports to hospitals. Then she managed a resort hotel in Greenwich, Conn., and quit to take a job on the *Daily News Record*, trade paper of the dress industry.

Whiling away her evenings at home, listening with her brother to the new-fangled crystal radio set, she was fascinated by its newness. Here, she thought, was something of the future, something which was bound to grow and develop; here was a great entertainment medium and here was the career she was seeking. Then she had an idea. Radio programs were all right so far as they went, but they could be a lot better. How? By getting Broadway performers to sing and talk over the air. It was simple. But in common with many good ideas, it wasn't so easy to put into effect.

She had been listening to WJZ, then a small experimental unit, operated in an out-of-the-way corner of Newark by Westinghouse company, and went to look it over. Turned away, she used her newspaper credentials to open doors, and, on a second attempt, succeeded in visiting the station.

The idea began to take shape. Why not link radio to the stage by broadcasting a weekly dramatic review? Why not, indeed, answered the late C. B. Popenoe, then manager of WJZ. Miss Brainard didn't tell him she knew nobody on Broadway. Instead, she went to Heywood Broun whom she had never met. After all, wasn't Broun a newspaperman too? Through Broun, she met Claude Greneker, press agent for the Shuberts. She saw "Letty Pepper", then starring Charlotte Greenwood. She wrote her first script. She won her first battle with the microphone. The weekly dramatic program, *Broadcasting Broadway*, was a reality and Miss Brainard was in radio.

But that was only a beginning. Her idea wasn't merely to steer people to Broadway shows. It was to make radio an entertainment medium which could do as well as, if not better than the stage. So, she began to cajole and convince stage stars to appear before the microphone. And that was another beginning. It was the beginning—or, at least, one of the lineal ancestors—of the great modern radio show.

Miss Brainard stayed in radio. She came up the ladder with it. After creating her program, she moved over to New York to act as talent scout and booking agent for WJZ. When NBC took over management of the station in November, 1926, she was its assistant manager. The subsequent steps led from the management of WJZ steadily upward to the top of the whole NBC commercial program setup.

PERSONAL NOTES

SENATOR WALLACE WHITE, Congressional leader in radio legislation and author of the White Resolution for an investigation of radio, sailed with five of his colleagues, including Senate Majority Leader Barkley, on Aug. 25 for Paris to attend a conference of the Interparliamentary Union.

JOHN SANDBERG has resigned from the NBC-Chicago local sales department to join Swift & Co., Chicago.

FLORENCE FREER, formerly of Central States Broadcasting Co., Omaha, has joined Oklahoma Network, Oklahoma City, as assistant to J. Buryl Lottridge, managing director.

DON E. GILMAN, vice-president of NBC, in charge of Pacific Coast operations, and Miss Sarah E. Hobson, his secretary, were married Aug. 14 at a quiet wedding in Santa Rosa, Cal. The ceremony was performed by the Rev. Dr. E. E. Ingram in the study of the First Presbyterian Church. The witnesses were Lewis S. Frost, Mr. Gilman's assistant and Mrs. Frost, sister of the bride. The couple honeymooned at Blue Lake, Cal.

J. W. WOODRUFF, operator of three Georgia stations—WRBL, Columbus; WATL, Atlanta, and WGCP, Albany—has been named by Gov. Rivers as a member of the State Planning Board.

SYDNEY DIXON, NBC western division assistant sales manager, Hollywood, has been appointed ways and means committee chairman of the Pacific Advertising Clubs Association which will hold its 35th annual convention in Los Angeles next June.

H. A. SCHILLINGLAW, assistant manager of KFI-KECA, Los Angeles, has resigned to become assistant to the general sales manager in California for the Earle C. Anthony motor interests.

A. E. BENNETT, managing director of 2GB, Sydney, Australia, left for a business trip to New Zealand in August and expects to come to the United States shortly.

HAL I. LEYSHON, director of WIOD, Miami, and managing editor of the *Miami Daily News*, returned on the French liner *Ile de France* Aug. 24 from a European vacation.

M. E. KENT, commercial manager of WJBK, Detroit, on Sept. 1 joins the new WOTL, Toledo, as manager. The station was recently authorized for construction by the FCC, with Frazier Reams, former prosecuting attorney of Lucas County and Ohio campaign manager for President Roosevelt, as its chief owner.

KENNETH FAGERLIN, manager of WMFG, Hibbing, Minn., and Virginia Temples, WLS radio actress, will be married Sept. 11 at the home of the bride, Joplin, Mo. Miss Temples is on the *Ma Perkins* show on NBC and on the *Virginia Lee & Sunbeam*, *Pa & Ma Smithers* and *Chief Waldo* programs on WLS.

LESLIE JOY, manager of KYW, Philadelphia, has been appointed to the Pennsylvania Constitution Commemoration Committee by Gov. Earle. George Jaspert, of the KYW sales staff, has recovered from an appendix operation performed Aug. 4.

EPES W. SARGENT Jr., has joined the Chicago staff of Radio Sales as junior salesman. Sargent, who graduated from Rutgers last June, is one of a group of college graduates selected annually by CBS's New York office for training in radio.

DUDLEY FAUST, for seven years a member of the advertising department of the *Chicago Evening American*, where he was in the merchandising and display departments, has joined the WBBM, Chicago, sales staff, succeeding Tom Kivlan, who resigns Sept. 1 to join the George H. Hartman Co., Chicago agency.

D. E. (Plug) KENDRICK, former manager of WIRE, Indianapolis, who heads a company seeking a new local on 1210 kc. in Louisville, has taken up his residence at 310 S. Fifth St., Louisville.

ELMER PRATT, Washington radio attorney, left for San Juan, Porto Rico, on Aug. 21 to confer with Juan Piza, operator of WNEL. He will return to Washington Sept. 6.

DEWEY L. DRUM has been promoted to assistant commercial director of WSOC, Charlotte, N. C. Edwin Turner has joined the WSOC sales staff.

A. B. HENDRY, onetime commercial manager of WIL, and later on the sales staff of WTMV, E. St. Louis, is now on the editorial staff of the St. Louis *Globe-Democrat*.

BEN S. FISHER, Washington radio attorney, who has been touring Europe with Mrs. Fisher, is due to return to his office Sept. 12.

GEORGE FREY, NBC sales representative, recently defended successfully his title as club champion of the White Beeches Golf Club, Haworth, N. J.

HAROLD STRETCH Jr., salesman of WHN, New York, married Miss Elinor Wood Aug. 16.

H. M. BEVILLE Jr., chief statistician of NBC, sailed aboard the *Normandie* Aug. 16 for a European vacation.

GEORGE W. CLARK, formerly with Radio Circulation Builders, Chicago, radio contest promoters, as well as Rhodes & Leisenring, Chicago, publishers' representatives, has joined the sales staff of WLS, Chicago.

Emmett Moore

EMMETT MOORE, for the past year account executive and announcer of KFVD, Los Angeles, died in that city August 10, after an illness of one month. Before entering radio he was a vaudeville producer and well known in the theatrical world.

SIX-month-old son of Stanley McAllister, supervisor of CBS building operations, died recently of pneumonia. The burial was held in Salt Lake City.

XUM

BEHIND the MIKE

CHARLES GLENN HICKS, Jr., formerly of WPTF, Raleigh, N. C., has been promoted to program director of WSOC, Charlotte, N. C. Dick Faulkner will assist Mr. Hicks in his new capacity. Ron Jenkins, formerly of WQAM, Miami, Fla., has been named traffic manager of WSOC and Paul W. Norris has been appointed merchandising director of WSOC.

PERRY CRANDALL has resigned from the continuity staff of KGB, San Diego, Cal., to join Atlas Radio Corp., Hollywood transcription and program production concern as writer-producer.

NELSON OLMSTED, formerly of KNOW, Austin, has joined the announcing staff of WBAP, Fort Worth, replacing Russ Lamb, who has moved to Chicago.

IRVING AARONSON, musical director of WHN, New York, is the father of a baby girl born Aug. 18.

VIOLA OSWOOD GLOWERS, who conducted the *Famous Philadelphia Women of the Week* series on WIP, Philadelphia, for 26 weeks, has returned to Louisville to supervise and announce a department store schedule over WAVE and to conduct its *Musical Clock* morning program.

CAROLYN ANN CROSS, director of the *Homemakers Club* of WIP, Philadelphia, has been appointed a judge of the 1937 Atlantic City Beauty Contest.

CHARLES STARK, announcer of WABC, New York, became the father of a boy, Charles Jr., born Aug. 2. Mrs. Stark is the former Mary O'Rourke and was a model at the Gimbel store in Philadelphia when Mr. Stark was an announcer with WIP.

GENE HALLIDAY, recently named head of the music department of KSL, Salt Lake City, has been chosen night director of station operations of that station. Fred Taylor has been moved into the continuity department, while Byron Ray takes on the duties of auditioning commercial transcription shows.

FROM TRAIN—Here is Jack Harris (left) of WSM, Nashville, in charge of production on the recent 900 mile broadcast aboard the Louisville & Nashville's Pan-American, with J. J. Elder, executive assistant of the L & N Railroad. At right is Jimmy Wilson, of WWL, New Orleans. Seven stations gave the crack passenger train a salute on its fourth radio anniversary, WSM, Nashville; WHAS, Louisville; WCKY, Cincinnati; WWL, New Orleans; WSGN, Birmingham; WSFA, Montgomery, and WMFO, Decatur, Ala.

RICHARD L. SCHEIDKER, formerly of KXBY, Kansas City, has joined the continuity department of KMOX, St. Louis. He replaces Harrison Bailey, who resigned to become program director of WICA, Ashtabula, O.

JACK SIMPSON recently joined the announcing staff of WJDX, Jackson, Miss. Mr. Simpson, a page at the NBC-Chicago studios for the last four years, is the sixth graduate of the NBC announcer's school conducted by Senior Announcer Everett Mitchell to get a station position.

EDITH NIXON, on the news staff of the *Chicago Herald & Examiner* for seven years, and society editor of the *Chicago Daily News* for the past year, has been made publicity director of WLS and managing editor of the station's weekly magazine, *Standby*. Miss Dixon succeeds Virginia Seeds, resigned.

JANET BAIRD, interviewer at NBC, San Francisco, donned a diving helmet and costume Aug. 23 and was submerged beneath the waters of San Francisco's famed Golden Gate. She was lowered 45 feet under the surface where she viewed the sunken hulks of wrecked tankers.

MARTHA MURRAY, product of the United Broadcast Co. dramatic school, is the first student to become a professional artist. She is heard on WJAY, Cleveland, as a newscaster.

JOSEPHINE WELCH, program director of WSAR, Fall River, Mass., has returned to her duties after injuring her arm while swimming. Francis J. McLaughlin Jr., former announcer, has been named production manager and will handle special events.

MABEL ALBERTSON, Hollywood woman gag writer, is collaborating with Ken Platt on a cartoon strip of "The Countess of Kleptomania" for newspaper publication. Miss Albertson created the character on the *Dress Rehearsal* program sponsored last year by Iodent Chemical Co.

LYLE DeMOSS, program director of KFAB, Lincoln, is the father of a son, born recently. Mr. and Mrs. DeMoss have one other child, William Lyle DeMoss, age 2.

CHARLES O'CONNOR, announcer, has resigned from NBC, New York, to join Philip Morris & Co. Ltd., to announce the sponsor's network series.

ERIC BAUME, Australian radio commentator and editor of the *Sydney Sunday Sun*, is in the United States on a combined business and pleasure trip.

FRED YOUNG, of NBC's music division in New York, recently won six prizes at the annual gladiolus show held on the 11th floor of the RCA Bldg.

PAUL CRUGER, former scenario writer for First National and Universal, and Vina Jarboe, screen writer of M-G-M, have joined the dramatic continuity staff of Wood Radio Productions, Hollywood.

J. CHARLES McINTIRE, sports announcer of WMBH, Joplin, Mo., was honored recently when the local baseball corporation and fans staged a "McIntire Appreciation Night", presented him with a set of golf clubs and paid tribute to his four years of sportcasting.

ALBERT WOAS, formerly of WPAD, Paducah, Ky., has joined the announcing staff of KFYO, Lubbock, Tex. Mr. Woas recently signed an RKO Junior Players Contract which will become effective on his graduation from Texas Tech. Bruce Collier has been named to the sales staff of KFYO to replace Harold Scott who has joined KGGM, Albuquerque, N. M.

SARTELL PRENTICE Jr., former script writer for *March of Time*, has joined the continuity department of WDRC, Hartford, Conn.

Can You Use Radio's Greatest One Man Show?

For years a successful artist on the national networks, Dale Wimbrow is an even greater entertainer today over WXYZ and the Michigan Radio Network. His daily quarter-hour program at 8:45 a. m. has become a one-man variety show of state-wide fame.

Songs—often original—homely quips that make everybody chuckle, pointed hillbilly philosophy, an occasional verse, a bit on the wimbrola or the giant guitar—everything clicks. And there's a swell organ accompaniment by lovely Marguerite Werner.

A versatile chap this Wimbrow. And how he can put over a sales message!

Whose sales message? Why yours, of course!

Another WXYZ feature complete with audience and covering not only Detroit but 85% of all Michigan's buying power. Write!

King-Trendle Broadcasting Corporation

300 Madison Theatre Building · · Detroit

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Eastern Office:
550 Chanin Building, New York

Western Office:
Russ Building, San Francisco

Fall and winter buying power in Detroit and Michigan will reach the highest levels since 1928.

WXYZ — DETROIT

BEN H. DARROW

WBEN

BUFFALO

Takes pleasure in announcing that on Sept. 1, 1937

BEN H. DARROW

FOR NINE YEARS Director of the Ohio School of the Air; Radio Chairman of the National Congress of Parents and Teachers, and considered the country's foremost authority on EDUCATION BY RADIO will become—

Director of Education at WBEN

MR. DARROW will devote his entire time to organizing and conducting a comprehensive series of educational programs for broadcasting over WBEN exclusively.

¶ THE INITIAL SERIES of programs will be scheduled at an hour convenient for the listening habits of young and old alike, namely 7:45 to 8:00 p.m. EST., and will commence about October 15. Later on, additional periods at other hours of the day will be added to the educational schedule.

¶ THIS SERIES will not be available for commercial sponsorship.

¶ IT IS HOPED that WBEN's pioneer move in the direction of education by radio may demonstrate that strictly educational material, so earnestly sought by educators, is susceptible to showmanly presentation acceptable to listeners.

WBEN takes pride in making this announcement, because:

- *We believe* that WBEN is the first independently owned, commercial broadcasting station to employ an educational director exclusively to devote his time and talent to this important phase of broadcasting.
- *We have deliberately* scheduled these educational features during the choice evening hours when the peak audience potential is available.
- *We have secured* the services of the nation's outstanding figure in the field of educational broadcasting, MR. BEN H. DARROW.

WBEN THE RADIO STATION OF THE BUFFALO EVENING NEWS

XUM

LEE WYNNE, announcer of KGER, Long Beach, Cal., has been assigned to the newly-created position of public relations director. Another new addition to KGER is Gordon Mills, announcer, six years with Los Angeles stations. Clete Roberts, formerly of KOL, Seattle, has joined KGER as news editor.

RALPH MADDOX, former production director and announcer of WJDX, Jackson, Miss., has joined the production department of NBC in Chicago. Jack Simpson, former page at NBC Chicago studios and a graduate of the NBC announcers' school, has replaced Maddox on the announcing staff of WJDX.

TOM DALY, veteran announcer of KWK, St. Louis, has joined WDOD, Chattanooga, as chief announcer and sportscaster.

CHET GOWAN, formerly of KPLT, Paris, Tex., has joined the announcing staff of KFAB-KFOR, Lincoln, Neb., where he replaces Carl Saunders who has joined KFXM, San Bernadino, Cal.

ERNIE SANDERS, announcer of WHO, Des Moines, Ia., spent the last two weeks of August in Fort Riley, Kan., where the fourth army maneuvers were held. He is in the officers reserve corps.

Phooey on Papa

GORDON HERRIOT, news commentator of WNYC, New York, recently received a fan letter from Ralph Kaltenborn, son of the well known commentator, who wrote, "There was a time when I considered my father the only liberal and honest news commentator gracing the air . . . But that was up until last week when I heard you for the first time. And now unhesitatingly I place you as the best of all by far."

ROBERT LONGENECKER, assistant to Bill Lawrence, CBS Hollywood producer, has been made a full-fledged producer.

ALMA McKENZIE, dramatic radio actress of WIP, Philadelphia, recently married George Spittale of that city.

JOHN WAGNER, of the auditing department, NBC, San Francisco, recently married Miss Jean McCracken, of New Jersey.

THERESA AEZER, music librarian at KFRC, San Francisco, resigned recently to move to Los Angeles and has been succeeded by Edith Drydon.

PAUL HEALY, formerly of the Scripps-Howard central office in Cincinnati, has joined WNOX, Knoxville, in charge of accounting.

BILL DURNEY, director of public relations at WIL, St. Louis, and Bart Slattery, publicity manager, were guests of the American Airlines on a preview flight of the flagship of its new fleet of 21 passenger planes.

JANE LOCKE has joined the staff of KDB, Santa Barbara, Cal., as society reporter and Klyde Kraft has been appointed director of KDB's *Radio Theatre*.

LYLE FLANAGAN, head of the continuity department of WHO, Des Moines, suffered facial injuries in a fall last month from a moving automobile when the door accidentally opened.

HAROLD L. NORMAN, formerly with KIUL, Garden City, Kan., KVSO, Ardmore, Okla., and WIRE, Indianapolis, will join KFH, Wichita, Kansas, Sept. 1.

BOB SNOW, formerly of KGDE, Fergus Falls, Minn., has joined the announcing staff of KFVS, Cape Girardeau, Mo.

HAYDEN ROBERTS, formerly WBBM, Chicago, commentator, is being heard five times weekly in a quarter-hour of news on KFWB, Hollywood under Arden Farms Inc. (dairy) sponsorship.

JOHN NESBITT, commenator of the weekly quarter-hour *Passing Parade* series sponsored by Duart Mfg. Co., on 14 Mutual-Don Lee stations, has been signed by M-G-M to write, direct and produce a series of short subjects based on his radio program.

ALEX BUCHAN, announcer of WTMV, E. St. Louis, Ill., has returned from a vacation spent with relatives in Scotland.

HERBERT LATEAU, former Oklahoma City newscaster, on Sept. 1 joins KARK, Little Rock, taking charge of news and dramatics. David Byrn, who recently was promoted to chief announcer of KARK, has taken over *The Farmers' Hour*, 6-7 a. m.

BERNARD SMITH, formerly publicity director of Milton Weinberg Adv. Co., Los Angeles, has gone to KFI-KECA, that city, in a similar capacity. Hal Bock, NBC Hollywood publicity director, has been handling KFI-KECA releases for several months. KFI-KECA are the NBC outlets in Los Angeles.

KARL KELLOGG, who formerly headed his own Los Angeles promotion agency, has been appointed manager of the new promotion department of KFI-KECA, that city.

TED BLISS, KHJ, Los Angeles, writer-producer, has been named director of program operations for the Don Lee Broadcasting System, succeeding Charles Bulotti, resigned.

JAMES WALLINGTON, CBS Hollywood announcer, became the father of an 8 pound baby girl Aug. 16.

HECTOR CHEVIGNY, Hollywood continuity writer, will have his new book *Lost Empire*, published by Macmillan's on Oct. 17. Book is a biography of the founder of the Russian American Fur Trading Co., a little known phase of California history.

RUSS JOHNSTON has been appointed CBS Pacific Coast continuity editor, headquartered at KNX, Hollywood, and replaces Beverly Latham who resigned because of ill health. Johnson was formerly of Neisser-Meyerhoff Inc., Los Angeles agency.

ARTHUR BRYAN has resigned as producer of KFWB, Hollywood, to devote his time to writing.

BERT BUZZINI, announcer of KYA, San Francisco, has resigned to enroll at the University of California law school.

MORT WERNER, "singing-announcer" at KJBS, San Francisco, flew to Hollywood for a screen test recently and is awaiting the outcome.

JEAN PAUL KING, network announcer, is currently conducting a class in broadcasting technique at the Provincetown Wharf Theater.

MARTIN BLOCK has been named program director of WNEW, New York.

JOSEPH C. GARRETT, announcer and producer of WNEW, New York, has resigned to go to the West Coast.

J. CHARLES McINTIRE, sports announcer of WMBH Joplin, Mo., and Blanche Sullivan were married Aug. 18.

JACK COSTELLO has replaced Milton Cross as announcer on the *Vox Pop* program sponsored by Cummer Products Co. for Molle shaving cream Tuesday evenings on NBC. Costello will also announce the same sponsor's new Sunday afternoon NBC show, *Radio Newsreel*, for Energine cleaner.

LEWIS TITTERTON, manager of the NBC script division, was to sail Sept. 1 for a vacation in England.

E. C. PAGE

Consulting Radio Engineer

and

GEORGE C. DAVIS

Radio Engineer

formerly with the Broadcast Section

Federal Communications Commission

Announce

the formation of

Page & Davis

Consulting Radio Engineers

Munsey Building
WASHINGTON, D. C.

Field Office
EVANSTON, ILL.

XUM

What Are the Most Popular Stations for Spot Programs?

First Quarter—1937

(Based on Publishers' Information Bureau Figures)

WEST SOUTH CENTRAL

Louisiana			
KTBS	Shreveport ...	8	242
KWKH	Shreveport ...	30	1239
Oklahoma			
KOMA	Oklahoma City	7	105
WKY	Oklahoma City	48	1658
Texas			
KFRO	Longview	1	13
KFYO	Lubbock	7	215
KGBK	Tyler	2	64
KGNC	Amarillo	14	348
KIUN	Pecos	1	92
KTAT	Fort Worth ..	11	500
KTSM	El Paso	13	404
WACO	Waco	4	140
WOAI	San Antonio ..	46	1395

From SALES MANAGEMENT
AUGUST 15, 1937

1st IN SPOT IN THE SOUTHWEST

● WKY was first in the Southwest during the first quarter of 1937 both in number of advertisers using spot radio and in number of sponsored spot programs, according to Publishers' Information Bureau reports. Only thirteen stations in the entire country had more spot advertisers than WKY; only twenty had more programs.

WKY is no stranger in the group of top spot stations. Year after year it gets more business from advertisers because it gets more business for advertisers.

WKY has the frequency (900 kc.) and the facilities which give it a coverage advantage in Oklahoma over all other stations. And because the aggregate attractiveness of its programs and the alertness of its showmanship have won majority listener preference, WKY can furnish advertisers a "standing" audience in Oklahoma far greater than any other station.

WKY OKLAHOMA CITY

AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN ● NATIONAL REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY

NBC

XUM

GILBERT McCLELLAND, head of the trade paper division of the Chicago-NBC publicity department, is back at his desk after being away for five weeks. A tonsillectemy which Mr. McCleland had performed during his two-week vacation did not heal properly and he was forced to remain home an additional three weeks.

RALPH MADDOX, formerly production director and announcer at WJDX, Jackson, Miss., has been added to the NBC-Chicago production staff succeeding Wyn Orr who resigned to become radio director of stack-Goble Adv. Agency, Chicago.

WILLIAM C. HODAPP, former Indiana University dramatic instructor and recently with the Fort Wayne civic dramatic players, has joined the NBC-Chicago continuity staff.

J. O. (Buck) WEAVER, CBS-Chicago news editor, has returned from a visit to Mexico City where he spoke in Spanish over station XGW.

LLOYD E. YODER, NBC press relations head on the Pacific Coast, has been named Commissioner of Officials for the Far Western Football Conference. Yoder also is secretary of the Northern California Football Officials Assn.

MISS EDITH BRODY has been added to the KYA accounting department.

DICK WYNNE, who recently resigned his announcing post at KYA, San Francisco, to take a like position at KJBS, has returned to KYA as the voice of Columbia Outfitting Co. and also staff announcer.

JOHN F. McNAMARA, program director of WBZ, Boston, returned in August from a British tour, in which he inspected broadcast stations.

BOB EVANS, announcer of WSPD, Toledo, married Miss Irene Osborn, vocalist, in Akron Aug. 8.

MISS BETTY LEVEE, movie gossip editor of KCMO, Kansas City, left for Hollywood Aug. 14 to visit movie studios.

HIBBARD CLEVELAND, formerly of WHO, Des Moines, and Gene Leffler, formerly at KTUL, Tulsa, KFAB, Lincoln, KOIL, Omaha, and WHO, Des Moines, have joined the announcing staff of KSO-KRNT, Des Moines.

BOB JONES, continuity writer of KVOO, Tulsa, has resigned his position to return to Oklahoma University.

RAY COLCORD, formerly of KFRU, Columbia, Mo., has joined the announcing staff of KVOO, Tulsa. Porter Randall, also from KFRU, has been named assistant news editor at KVOO.

LEROY SIMMONS, formerly of KWTO, Springfield, Mo., and KCMO, Kansas City, has gone to KWK, St. Louis, to replace Tom Dailey, who is now chief announcer of WDOD, Chattanooga, Tenn.

JACK PATTON, formerly on the announcing staff of KIEV, Glendale, Cal., has joined KMTR, Hollywood, in a similar capacity. He succeeds George Artz, who resigned to return to college. William Kelso, a recent addition to the KMTR announcing staff, has been made night supervisor.

CY FEUER, musical director of Brunswick Record Corp., Los Angeles, has taken on the additional duties of musical director of KEHE, that city. He succeeds Ivan Eppenoff.

DON BERNARD, CBS Hollywood producer, has been assigned to the Eddie Cantor *Texaco Town* program sponsored by Texas Oil Co., taking over production duties of Bill Goodwin who resigned to join William Esty & Co. Inc., that city.

JACKSON WHEELER has resigned as CBS Hollywood producer and announcer to free lance and act in motion pictures. He has been given a stock contract at M-G-M. Wheeler will continue to handle the commercials on the CBS *Joe Penner* (Cocomalt) show which resumes next month.

Asleep at Sea

SCOTT WEAKLEY, Production manager of KROW, Oakland, nearly missed several programs recently when, on a fishing junket in San Francisco Bay, he fell asleep in the boat. When he awoke he found himself stranded on a mud flat. He had to wait several hours before a high tide re-floated his craft and he could put back to port. He didn't report how many fish he caught.

DAVID MORRIS, formerly on the announcing staff of KFEL, Denver, has joined KGER, Long Beach, Cal.

EDDIE LYON, formerly chief announcer of KTUL, Tulsa, has joined KRKD, Los Angeles.

ROY WINSAUER, formerly with CBS in New York, has joined the production staff of WCCO, Minneapolis, under Hayle C. Cavanor. He is a Harvard alumnus and spent a year with Columbia.

LARRY GENTILE, who has been conducting the all-night request program titled *Night Owl* on WJBK, Detroit, has joined CKLW, Windsor-Detroit, to handle a similar program.

JOHN J. H. HURLEY, NBC staff announcer in Washington, who has been attending night law school at Georgetown University, on Aug. 25 was admitted to the District of Columbia bar.

JOSEPH G. COREY, New York free lance radio producer, has been appointed eastern field manager of Radio Transcription Co. of America, Hollywood transcription producers.

TRO HARPER, former special assignment man for *Life* and *Time* magazines, recently joined KSFO, San Francisco as news editor.

RALPH EDWARDS, announcer for the *Major Bowes* and *Horace Heidt* programs, has been given a screen test for possible casting in the picture *Manhattan Merry-Go-Round*.

PAT KELLY, former NBC producer and now director of radio activities for the San Francisco Community Chest, recently returned from England where he studied British radio activities.

KEN CARNEY, program manager at NBC, San Francisco, recently addressed several hundred members of the Berkeley Breakfast Club on the subject of radio production and sales.

BOB GARRED, former writer, announcer and program manager of station KRLC, Lewiston, Id., was recently named newscaster at KSFO, San Francisco.

BOB GOERNER, announcer, has replaced Dudley Manlove at KROW, Oakland.

JOHN HARRINGTON, WBBM announcer broadcasting the baseball games for Kellogg Co., this summer on WJJD, Chicago, received a severe shoulder injury during a recent softball game between WBBM and WCBD.

SYLVAN BROWN, formerly editor of *Zitsm*, has joined the publicity staff of Artists Management Bureau, New York.

JOE BOLAND, special events director of WSBT-WFAM, South Bend, again will assist Elmer Layden as coach of the Notre Dame football team.

JOHN CARL MORGAN, formerly of WRTD, Richmond, has joined WTAR, Norfolk, Va. Ernest Bowman goes from WTAR to WRTD.

TED TURNER, head of the radio program division of Walter Biddick Co., Los Angeles, has been made a detective lieutenant of the Los Angeles police auxiliary.

DOMINATING THE NORTHWEST

CONSIDERING —South Dakota with 71.2 radio ownership, North Dakota 72.0, Minnesota 91.4, Iowa 82.7 and Nebraska 83.8, crop conditions the best in years, a test program on WNAX will definitely include your account to the long list of satisfied national advertisers who have found a proven market on a record mail pulling station. WNAX offers an unusual large rural and city market. Rates and station data upon request.

WNAX

5000 Watts (L.S.) 1000 Watts Night
570 Kilocycles Yankton So. Dakota

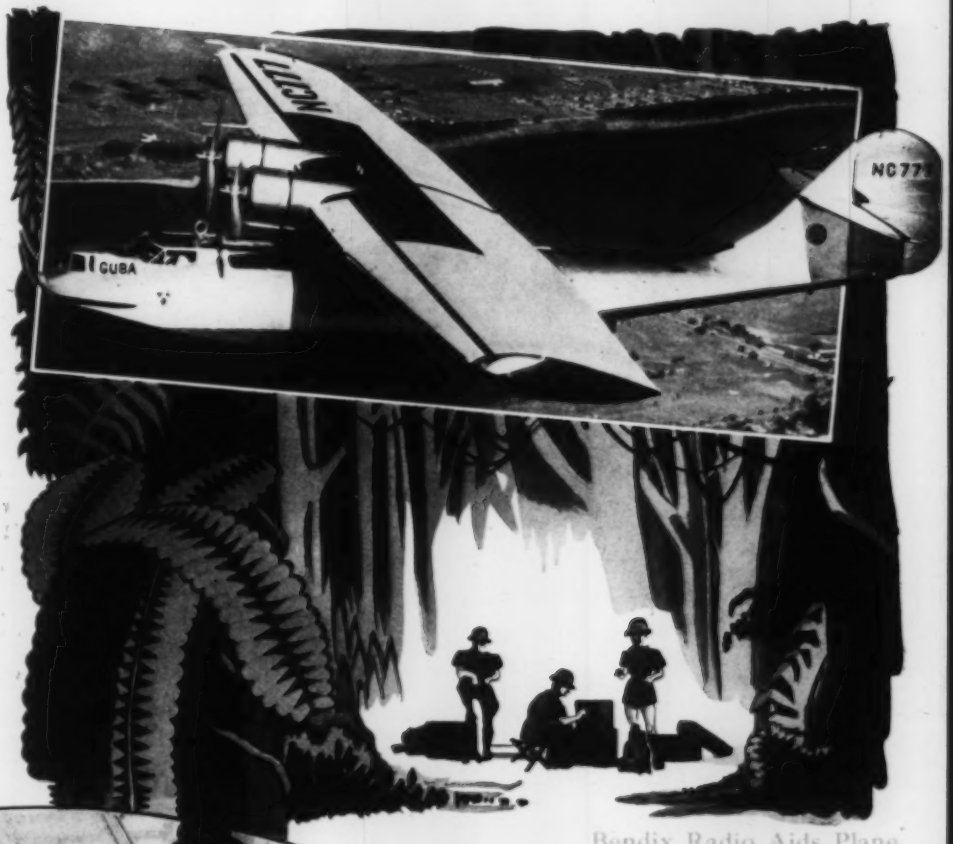
Representatives
WILSON - ROBERTSON
Kansas City — Chicago — New York

XUM

Flying Radio Base to Follow Explorers in Wilds of New Guinea

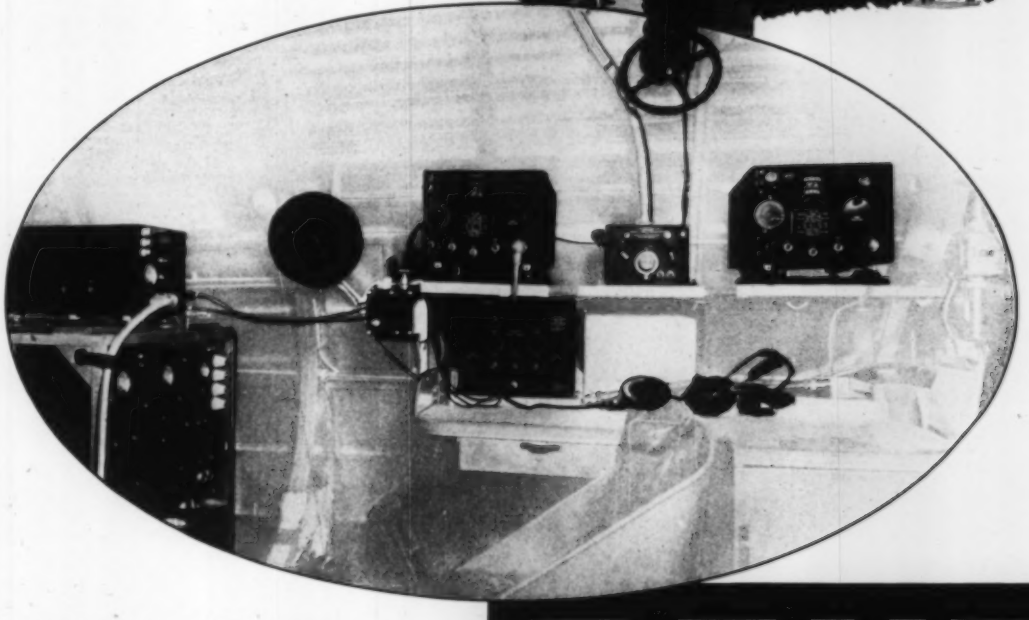
Richard Archbold—American Museum of Natural History Expedition is Equipped With BENDIX Radio Apparatus

Into the interior of unexplored New Guinea, Richard Archbold goes equipped with modern science's latest devices. Bendix has installed complete radio transmitting, receiving, direction finding and interior communication equipment in the large Consolidated PBY-1 Plane to be used on this flight, as well as two portable sets used by the ground parties. The plane will transport the exploring parties to this Malay island, and there act as an air base while the expedition heads into the interior. The party is expected to start some time this year.



Bendix Radio Aids Plane in Locating Parties to Drop Supplies

Each of the two ground parties will have portable Bendix Radio equipment consisting of a small transmitter, a small receiver and a gasoline motor-driven generator to furnish transmitting power. The parties will thus keep in constant contact with the plane. By use of Bendix radio equipment the plane will be able to locate the position of the parties and drop supplies as needed.



Interior View of Bendix Radio Equipment in the Archbold Consolidated PBY-1 Plane

(Illustrated in position left to right) Main transmitter; (above) Emergency transmitter; Intercommunication system; Loop rotation indicator. (On the shelf above) Two 6 band, 8 tube superheterodyne receivers. Radio direction finder and loop rotation control in center.

Direct all communications to Bendix Radio Corporation, 9th & Kearny Sts., N. E., Washington, D. C.

BENDIX

RADIO CORPORATION

NEW YORK WASHINGTON DAYTON CHICAGO OAKLAND

BENDIX OFFERS THE COMPLETE RECEIVER WITH AUTOMATIC FREQUENCY SELECTOR FOR AIRPORT CONTROL

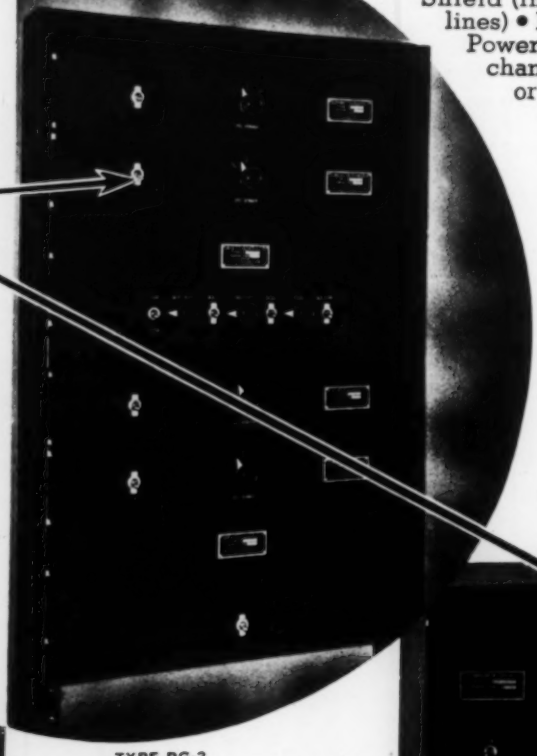
"Number 22 . . . over Brandywine . . . at 4,000 feet . . . Visibility 2 miles . . ." . . . FLICK . . . "Number 16 . . . over Brownsville . . . " A flick of the finger and you have instantaneous reception from planes on any desired frequency. Bendix recognized the need of modern airports for an Automatic Frequency Selector and engineered this unit which combines convenience, accuracy and superior performance. Entirely new in design and construction, it embodies many of the latest contributions of science to Radio communication . . . offering the greatest utility per dollar cost.

The Bendix RG-2 Receiver includes the following features in compact units . . . such as: Manual, Push Button, or Automatic Dial Control • Voice or Telegraph, CW and MCW • AVC or Manual Volume Control • High Image Ratio at high sensitivity • Noise Suppression • Individual Filtering on Control and Power leads • Novel Electro-Static Input Shield (improves use with transmission lines) • Four Channels per Unit • Single Power Supply adequate for 3 Units (12 channels) • Quick-Change Crystals or Tunable Coil Unit.

☆

A *Flick* OF THE SWITCH OR DIAL SELECTS YOUR FREQUENCY

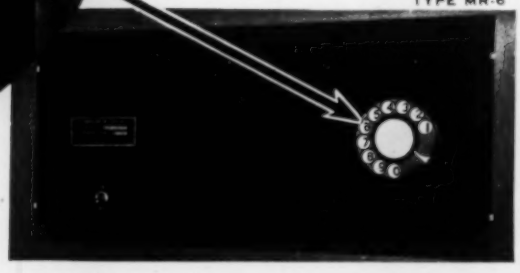
☆



TYPE RG-2

Also available with the above receiver is the AUTOMATIC DIAL CONTROL UNIT (pictured below), which may be used as remote control, to instantly and automatically select the desired frequency by the turn of a dial. This allows the operator to avoid troublesome manual tuning and to devote more of his time to the important job of controlling airport traffic, without changing his position.

TYPE MR-6

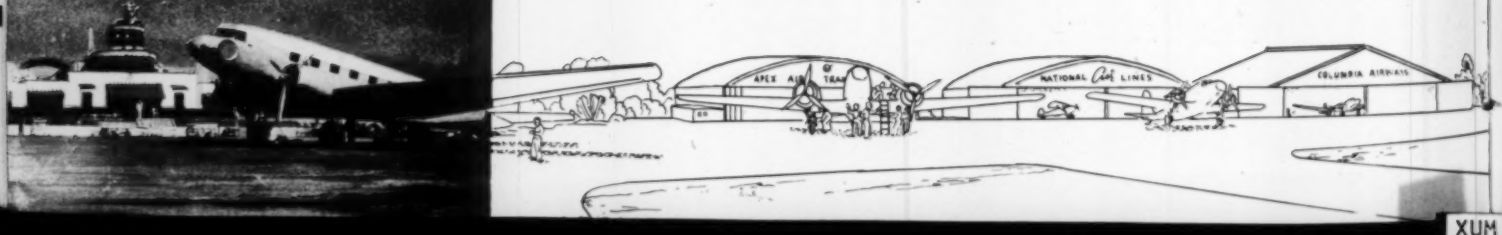


Direct all communications to Bendix Radio Corporation, 9th & Kearny Sts., N.E. Washington, D.C.

BENDIX

RADIO CORPORATION

NEW YORK WASHINGTON DAYTON CHICAGO OAKLAND



XUM

A. H. SAXTON, NBC Western division chief engineer, announced Aug. 20 the transfer of L. D. Cully and S. C. Hobat of his plant department to Hollywood, where they will be control supervisors. P. A. Sugg replaces Hobat and T. B. Palmer will act as relief supervisor. Additions to the San Francisco staff are J. E. Burrell, H. N. Jacobs and F. L. Fullaway, studio engineers; R. T. Parker and M. D. Case, stationed at the KGO transmitter at Oakland, and R. B. Barnes and M. S. Brewer, assigned to the KPO transmitter at Belmont.

MARVIN H. EICHORST, NBC-Chicago studio-field engineer, has been promoted to control relief supervisor. Hubert F. Abfalter and Minor J. Wilson have been added to the NBC-Chicago staff as studio-field engineers.

WADE PATTERSON, formerly with WHBF, of Rock Island, Ill., recently joined the announcer's staff of KOIL, Omaha.

EMMETT MELLENTHIN, formerly with WJMS, Ironwood, Mich., has joined the engineering staff of WAAF, Chicago, succeeding Ben Hespen, who has resigned to become manager of a new local station projected for Bozeman, Mont.

PERRY HOFFMAN, transmitter operator of WOWO, Fort Wayne, has been transferred by Westinghouse to KYW, Philadelphia.

EDWARD McGINLEY has joined WJEJ, Hagerstown, Md., as control operator.

Radiator in Lake

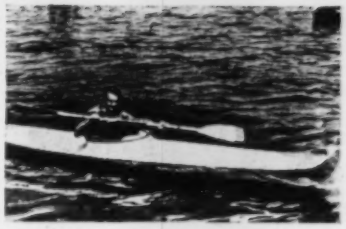
KYOS, Merced, Cal., has erected a three-foot levee around the four-acre plot on which is located its vertical radiator. From the canals of the Merced Irrigation District, water flows into the plot and a small lake covers the radiator ground at all times. Increased efficiency of ground system is one of the benefits of location in the irrigation district, according to M. F. Woodling, manager.

LEWIS WINDMULLER, formerly director of National Recording Studios Washington, has been named sales representative for the recording equipment division of Fairchild Aerial Corp. Mr. Windmuller will headquarter in Washington in the National Press Bldg.

LEE PENNINGTON has been placed in charge of the CBS Pacific Coast maintenance department and is stationed at KNX, Hollywood.

PAUL SLOANE, of Wisconsin U., has joined KDKA, Pittsburgh, as studio engineer. Gerald Coleman, renowned for his amateur broadcasts during the 1936 flood at Johnstown, Pa., has joined the transmitter staff at Saxonburg. Kenneth Walborn, apprentice, has been advanced to a transmitter engineer.

W. J. FLEET, formerly of WPG, Atlantic City, has joined the transmitter staff of KYW, Philadelphia. Leroy Nuss, formerly of WIP, Philadelphia, has joined the control staff. Walton W. Wilson, from Mackay Radio Telegraph Co., Chicago, has joined the control staff. At one time he was with KPRC, Houston.



IN A KAYAK—Bill Edwards, KFI-KECA, Los Angeles technician, can paddle his own kayak along with the best of them, it was revealed recently when he admitted to being the mysterious Willard E. Edwards who broke a world's record by paddling a flimsy kayak across the choppy Catalina channel between San Pedro, Cal. and Avalon, Catalina Island. Edwards made the 62 mile round trip in 15 hours. As provisions he took only an orange, apple and quart of water. His 12 foot boat weighs but 40 pounds, and is pictured completing his unprecedented feat.

HARRY GRELCK, formerly of the engineering staff of WOV-WBIL, New York, has joined the technical staff of NBC, that city.

JOSEPH DEPPE and Frank Kearney, formerly of the technical staff of the former WLWL, New York, have joined the engineering staff of WOV-WBIL, that city. Gilbert McDonald, formerly of WNEW, New York, has also joined the WOV-WBIL engineering staff.

ED MANNING, member of the NBC technical staff in San Francisco, is nursing several broken ribs, suffered in an automobile accident during his vacation.

HAROLD PEERY, formerly technical supervisor of Don Lee Broadcasting System, Los Angeles, is now a member of the CBS Hollywood technical department.

WILLIAM GROVE has been named chief technician at KGGC, San Francisco.

BILL BOWEN, of the NBC plant department in San Francisco, recently returned to his duties following a six-months leave of absence because of illness.

A. B. CHAMBERLAIN, chief engineer of CBS, is the father of a baby girl, Nora Angel, born Aug. 13.

PAYSON MALLORY, former amateur, has been added to the control staff of WSOC, Charlotte.

FITZROY KENNEDY has joined the operating staff of WICC, Bridgeport, Conn.

EPHRAIM PAYSON MALLARD has joined the engineering staff of WSOC, Charlotte, N. C.

GERALD D. COLEMAN has been transferred from the transmitter test department of Westinghouse, Chicopee Falls, Mass., to the KDKA, Pittsburgh, transmitter.

PAUL ADANTI, graduate of Union College, Schenectady, has joined the control of WGY, Schenectady. A licensed amateur, Adanti has previously been with WMBO, Auburn, N. Y., and WSYR, Syracuse.

MERVIN DAMME, formerly of WJAG, Norfolk, Neb., has joined the engineering staff of KFAB-KFOR, Lincoln, Neb.

ROBERT W. NICKLES and Lawrence Trembly have joined the engineering staff of KSD, St. Louis.

KENNETH FEES, formerly in radio in Kansas City, has been added to the field engineering staff of WIP, Philadelphia.

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOAI, San Antonio

Coleman Lamp & Stove Co., Wichita, 2 weekly *sa*, thru Potts-Turnbull Co. Inc., Kansas City.
CSO Laboratories, Dallas, 3 weekly *sa*, thru Ratcliffe Adv. Agency, Dallas.
Humble Oil & Refining Co., Houston, weekly *sp*, thru Franke-Wilkinson-Schiwetz Inc., Houston.
H. Fendrich Inc., Evansville, Ind. (cigars), 3 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Bayuk Cigar Co., Philadelphia (Phillies), 5 weekly *sa*, thru McKee, Albright & Ivey Inc., Philadelphia.
Carter Medicine Co., New York (liver pills), 5 weekly *sa*, thru Street & Finney Inc., N. Y.
Skinner Mfg. Co., Omaha (food), 5 weekly *sa*, thru Buchanan-Thomas Adv. Co., Omaha.
Magnolia Petroleum Co., Dallas, *sa*, thru Bruck-Sacks Inc., Dallas.
Devoe & Raynolds Inc., New York (Pee Gee paint), 2 weekly *t*, thru J. Stirling Getchell Inc., N. Y.
Lewis-Howe Co., St. Louis (Tums), 2 weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Frito Co., Dallas (Frito confection), weekly *sp*, thru Erle Racey Adv. Agency, Dallas.

WIND, Gary

Chicago-Roosevelt Steamship Co., Chicago (boat travel), 9 weekly *t*, thru W. W. Garrison & Co., Chicago.
Morris B. Sachs, Chicago (retail clothier), daily *sp*, thru Schwimmer & Scott, Chicago.
Chamberlain Laboratories Inc., Des Moines (Chamberlains Lotion), daily *sp*, thru Coolidge Adv. Co., Des Moines.
Chicago Motor Club, Chicago, weekly *sp*, thru McJunkin Adv. Co., Chicago.

WFIL, Philadelphia

Lever Bros. Co., Cambridge (Spry), 5 weekly *sa*, 23 weeks, thru Ruthrauff & Ryan Inc., N. Y.
Anderson Co., Gary, Ind. (Sleet Master), 6 weekly *sa*, thru Schwab & Beatty Inc., N. Y.
Ironized Yeast Co., Atlanta, 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Brown & Williamson Tobacco Co., Louisville, 6 weekly *sp*, thru BBDO, N. Y.

KYA, San Francisco

Southern Pacific Co., San Francisco (transportation) 2 weekly, *sa*, thru Lord & Thomas, San Francisco.
Transcontinental & Western Air Inc., San Francisco (air transport), 6 weekly *sa*, direct.
Electric Appliance Society, San Francisco, 5 weekly *sa*, thru Jean Scott Frickleton, San Francisco.
Budd & Votow Co., San Francisco (Pebble Beach neckties) 3 weekly *sa*, thru Doreums & Co., San Francisco.

KECA, Los Angeles

Maurice Bell Inc., Los Angeles (furs), weekly *sa*, thru Lee Ringer Adv. Agency, Los Angeles.
Best Furs Inc., Los Angeles (furs), weekly *t*, thru N. J. Newman Adv. Agency, Los Angeles.
Edison Bros., Los Angeles (chain shoe store), 8 *sa*, direct.

WGY, Schenectady

Block Drug Co., Brooklyn, 60 *ta*, thru Husband & Thomas, N. Y.
Baldwin Laboratories Inc., Saegerstown, Pa., 2 weekly *sa*, thru Yount Co., Erie.
Curtice Brothers Co., Rochester (Blue Label food products), participation series, thru N. W. Ayer & Son Inc., N. Y.
Carleton & Hovey Co., Lowell, Mass. (Father Johns'), daily *sa*, thru John W. Queen, Boston.
Delaware, Lackawanna & Western Coal Co., New York (Blue coal), weekly *t*, 26 weeks, thru Ruthrauff & Ryan Inc., N. Y.
Florence Stove Co., Gardner, Mass., weekly *t*, thru Wm. B. Remington Co., Springfield, Mass.
International Harvester Co., Chicago (tractors), 26 *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.

KFWB, Hollywood

Soil-Off Mfg. Co., Glendale, Cal. (paint cleaner), weekly *sp*, thru Jefferson Kaye Wood Adv., Los Angeles.
Arden Farms Inc., Los Angeles (dairy products), 5 weekly *sp*, thru Productive Adv. Inc., Los Angeles.
Lydia Pinkham Medicine Co., Lynn, Mass (medicine compound), 5 weekly *t*, thru Erwin, Wasey & Co. Inc., N. Y.
Roberts, Johnson & Rand Shoe Co., St. Louis (Poll Parrot shoes), 3 weekly *sp*, thru Glasser Adv. Agency, Los Angeles.
Dufay Color Film Co., New York (film), 36 weekly *sa*, thru Wm. H. Rankin Co., N. Y.

WAAF, Chicago

Dr. W. B. Caldwell Inc., Monticello, Ill. (Dr. Caldwell's Syrup Pepsin), 6 weekly *t*, thru Cramer-Krasselt Co., Milwaukee.
Beaumont Laboratories, St. Louis (Four Way Cold Tablets), daily *ta*, thru H. W. Kastor & Sons Adv. Co., Inc., Chicago.
Histeen Corp., Chicago (hay fever remedy), daily *ta*, thru Ruthrauff & Ryan Inc., Chicago.

KEHE, Los Angeles

Central Shoe Co., St. Louis (Robin Hood shoes), 2 weekly *t*, thru Kelly & Stuhlman Inc., St. Louis.

WCKY, Cincinnati

State of Michigan, Lansing, 10 *sa*, thru Fred M. Randall Co., Detroit.
Southeastern Michigan Tourist Assn., 13 *sa*, thru Brooke, Smith & French Inc., Detroit.
Gardner Nurseries, Osage, Ia., 3 *t*, Northwest Radio Adv. Co., Seattle.
Nestle's Milk Products Inc., New York (cocoa), 52 *sa*, thru Cecil, Warwick & Legler Inc., N. Y.
Chamberlain Laboratories Inc., Des Moines, 151 *ta*, thru Coolidge Adv. Co., Des Moines.
Sherwin-Williams Co., Cleveland, 5 weekly *sa*, thru T. J. Maloney Inc., N. Y.
Bartlett Pear Advisory Board, 14 *sa*, thru J. Walter Thompson Co., San Francisco.
Anderson Co., Gary, Ind. (Sleetmaster), 7 weekly *sa*, thru Schwab & Beatty Inc., N. Y.

KDKA, Pittsburgh

Ralston Purina Corp., St. Louis, 156 *t*, thru Gardner Adv. Co., St. Louis.
Sherwin-Williams Co., Cleveland (paint), 20 *sp*, thru T. J. Maloney Inc., N. Y.
Miles Laboratories Inc., Elkhart Ind., 39 *t*, thru Wade Adv. Agency, Chicago.
Booth Fisheries, Chicago, 27 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Noss Pretzel & Cone Co., Cleveland, 50 *sa*, thru J. Walter Thompson Co., Chicago.

WHN, New York

Famous Fairsex Inc., New York (women's clothes), 3 weekly *sp*, thru Frank Kiernan & Co., N. Y.
P. J. Le Roy, Detroit (piano lessons), 6 weekly, *t*, direct.

KFRC, San Francisco

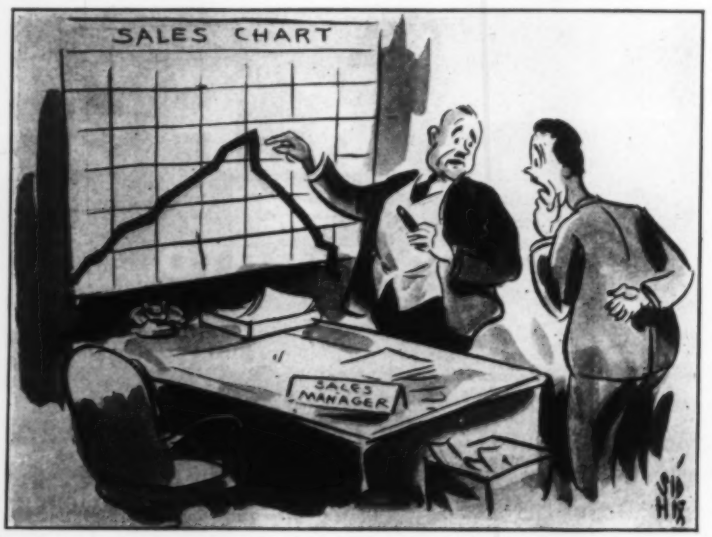
Bartlett Pear Advisory Board, San Francisco, 7 weekly *sa*, thru J. Walter Thompson, San Francisco.

KGO, San Francisco

Gas Appliance Society of California, San Francisco (gas appliances) 6 weekly *sa*, thru Jean Scott Frickelton, San Francisco.

WQXR, New York

Ritz Carlton Hotel, New York, 7 weekly *sa*, thru J. Walter Thompson Co., N. Y.



Drawn for BROADCASTING by Sid Hix

"Here's Where the Sponsor's Wife Began to Sing on the Program"

WOR, Newark

Atlantis Sales Corp., Rochester, N. Y. (Coleman's mustard), 5 weekly *sp*, thru J. Walter Thompson Co., N. Y.
Miles Laboratories Inc., Elkhart, Ind. (Alka Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Florence Stove Co., Gardner, Mass. (stoves), weekly *t*, thru Wm. B. Remington Inc., Springfield, Mass.
Restland Sales & Management Inc., East Orange, N. J. (cemetery lots), weekly *sp*, thru Hudson Adv. Agency, N. Y.
Weston Biscuit Co. Ltd., Passaic, N. J. (Weston's English biscuits), weekly *sp*, thru Radio Adv. Associates, Passaic.
Lewis-Howe Co., St. Louis (Tums), weekly *sp*, thru H. W. Kastor & Sons Adv. Agency Inc., Chicago.
Chrysler Corp., Detroit (Dodge cars), weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
R. H. Macy & Co. Inc., New York (department store), 5 weekly *sp*, direct.
Philadelphia Dairy Products Co., Philadelphia (Dolly Madison ice cream), 5 weekly *sp*, thru Scheck Adv. Agency Inc., Newark.
Standard Brands Inc., New York (Royal Baking Powder), 5 weekly, *sp*, thru J. Walter Thompson Co., N. Y.
Remington Rand Inc., New York (typewriters), 3 weekly *sp*, thru Leeford Adv. Agency Inc., N. Y.

KHJ, Los Angeles

Ironized Yeast Co., Atlanta, Ga. (yeast tablets), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Gallen Kamp Stores Co., Los Angeles (shoes), 7 weekly *sa*, thru Long Adv. Service, San Francisco.
Standard Oil Co. of California, San Francisco (petroleum), 21 weekly *sa*, thru McCann-Erickson Inc., San Francisco.
Block Drug Co., Brooklyn (Omega Oil), 5 weekly *sa*, thru Husband & Thomas Inc., N. Y.

KSFO, San Francisco

Laborite, San Francisco (All Purpose soap), 3 weekly *sp*, thru Allied Adv. Agency, San Francisco.
Rulo Corp., Los Angeles (automotive), 3 weekly *sp*, thru C. Ellsworth Wylie, Los Angeles.
William Wrigley Jr. Co., Chicago (chewing gum), 5 weekly *sa*, thru Neisser-Meyerhoff Inc., Chicago.

WEEI, Boston

Gould Oil Burner Corp., Boston, 312 *sa*, direct.
Massachusetts Motor Car Co., Boston, 26 *sa*, direct.
E. T. Slattery Co., Boston (department store), 312 *sa*, thru J. Clifford Reilly Co., Boston.

KPO, San Francisco

Howe Inc., Seattle (hand lotion), weekly *sp*, thru S. L. Kay Inc., San Francisco.
Bulova Watch Co., New York, 42 weekly *sa*, thru Biow Co. Inc., N. Y.

KNX, Hollywood

Chamberlain Laboratories Inc., Des Moines (hand lotion), 6 weekly *sp*, thru Coolidge Adv. Co., Des Moines.
Bauer & Black Inc., Chicago (hand lotion), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

KSL, Salt Lake City

Union Pacific Railroad, Los Angeles, 2 *sa*, thru Caples Co., Los Angeles.
International Harvester Co., Chicago (twine), 5 weekly *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.

WEAF, New York

Glass Container Assn. of America, Toledo, 4 weekly *sp*, thru U. S. Adv. Corp., Toledo.
Bulova Watch Co., New York, 5 daily *sa*, thru Biow Co. Inc., N. Y.

KYW, Philadelphia

Bartlett Pear Advisory Board, Sacramento, Calif. (fresh Bartlett pears), 5 weekly *sa*, thru J. Walter Thompson Co., San Francisco.

XUM

Radio Advertisers

BULOVA WATCH Co., New York, will broadcast five time signals each night between 6 p. m. and midnight on WEAF, that city, beginning Sept. 12, and continuing for 52 weeks. Four of the signals will be limited to product identification, but the fifth will include a 50-word announcement. Agency is Biow Co. Inc., New York.

RALSTON-PURINA Co., St. Louis, announces that the *Sing, Neighbor, Sing* disc series being placed on 25 stations by Gardner Adv. Co., St. Louis, promotes poultry feed, a product of the Purina Mills division of the company. Mid-West Recordings Inc., Minneapolis, is cutting the series [BROADCASTING, Aug. 15].

PINAUD Inc., New York, (toiletries) has named Grey Adv. Agency Inc., New York, to service its account.

KENDALL DOG FOOD Co., Portland, Ore., makes up lists, including radio, in September. Agency is W. S. Kirkpatrick Adv. Service, Portland.

NORTHLAND SKI MFG. Co., St. Paul, makes up lists in September. The company has used radio in past winters. Erwin, Wasey & Co., Minneapolis, is agency.

STINEWAY DRUG Co., Chicago (chain) will start a weekly hour recorded program on WCFL Sept. 19. Popular musical numbers will be played every Sunday morning. Contestants will guess the most popular weekly selections on ballots obtainable at the drug stores. Prizes, as yet undetermined, will be awarded the winners. Schwimmer & Scott, Chicago, is agency.

RIVERVIEW PARK, Chicago (amusement park) has found spot announcements on five Chicago stations so successful that it has started a series of weekly quarter-hour programs on a sixth station, WGN. A dramatized program entitled *Thrilling Rides* is being broadcast Friday evenings. Thrilling events such as Lindbergh's Atlantic flight, and Babe Ruth's high spots are interwoven with the amusement park's own rides. Besides the quarter-hour program on WGN, spot announcements are being used on WBBM, WLS, WJJD, WAAF, and WIND. Louis G. Cowan, Chicago, is the agency.

PROCTER & GAMBLE Co., Cincinnati (Drene) has renewed its *Young Hickory* program on WMAQ, Chicago. P & G is continuing a test of the program in Chicago and if successful plans to expand it to NBC, supplementing the two weekly programs featuring Jimmy Fidler. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

SEABOARD FINANCE Co., Los Angeles, statewide finance organization, has appointed Allied Adv. Agencies Inc., that city, to direct its advertising and is planning an extensive radio campaign. Frank Bull and R. V. Smith are the agency account executives.

LAMONT CORLISS Co., New York (Danya hand lotion) commencing Nov. 3 will sponsor two quarter-hour programs weekly on *Women's Magazine of the Air*, a participating program from 3 to 4 p. m. PST on the NBC-Red network on the Pacific Coast (KPO, KFI, KHQ, KOMO, KGW). Program features Benny Walker, master of ceremonies, Janet Baird, an orchestra and others. The agency is J. Walter Thompson, New York.

STOTT BRIQUET Co., St. Paul, is not placing its WDAY schedule through Erwin Wasey & Co., St. Paul, as listed in the Aug. 15 issue on the basis of information from the station. BROADCASTING regrets the error.

HOOKER GLASS & PAINT MFG. Co., Chicago (Luna White enamel), returned to the air Aug. 16 with three weekly quarter-hour programs on WMAQ, Chicago, featuring Jack Holden as the *Old Painter*. The program went off the air in July after doing a successful run [BROADCASTING, June 15], though timed at 6:30 a. m. It will now be broadcast 1:30-1:45 p. m. Mon., Wed., and Friday. Albert Kircher Co., Chicago, is agency.

TEXAS Co. (Texaco gasoline and oils), has taken an option on football games to be broadcast on WCFL, Chicago. WCFL will broadcast all the home games of Northwestern University, the Northwestern game at Wisconsin, and the Illinois game at Ohio. Hal Totten, broadcasting Cubs and Sox baseball games on WCFL for Texaco, will also handle the football games. Buchanan & Co., Chicago, places the Texaco account.

ALL news periods on KFEL, Denver, are now sponsored, with the signing of Rocky Mountain Beverages Inc. (Cleo-Cola) for 52 weeks, through Levy Adv. Agency, Denver. Other sponsors are Bluhill Food Products, Morton Dress Shop and Frumless Jewelry Co.

Can't Be Cancelled

A TWO-YEAR non-cancellable contract has been signed in Chicago between WAAF and Morris B. Sachs, retail credit clothier. The contract, effective Sept. 1, marks the third successive year the *Breakfast Express* a morning recorded program broadcast six times weekly will be sponsored by the Sachs firm. Neither WAAF nor Morris B. Sachs can cancel the program until Sept. 1, 1939. Schwimmer & Scott, Chicago, is agency.

BLUE MOON CHEESE PRODUCTS Inc., Minneapolis, has named BBDO, New York, to handle all advertising of its cheese spreads.

ROANOKE GAS LIGHT Co., Roanoke, Va., is sponsoring two quarter-hour programs weekly on WDBJ, that city, titled *Roundup Rangers*. Agency is Houck & Co., Roanoke.

HOFFMAN BEVERAGE Co., Newark, is using spot announcements, two to five daily, on WMCA, WNEW, WHN and WOR for soft drinks in metropolitan New York. BBDO, New York, is agency.

RITZ CARLTON HOTEL, New York, is making its first use of radio by sponsoring a series of daily announcements on WQXR, New York, placed through J. Walter Thompson Co., New York.

IODENT CHEMICAL Co., Detroit, (toothpaste and powder), has placed its account with Vanderbie & Rubens Inc., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Oxydol) on Aug. 16 started a 39-week Polish test program on WJBK, Detroit, Aug. 16. Women's news in Polish is aired two five-minute periods daily except Sunday. If successful, it may be placed in other markets. Blackett-Sample-Hummert Inc., Chicago, is agency.

MODERN PRODUCTS LABORATORIES, New York (Formula 444), has appointed Norman D. Waters & Associates Inc., New York, to handle merchandising and advertising.

And Kansas is BUYING. Bumper crops and high prices have opened bulging pockets in WIBW's 839,770 farm and small town radio homes.

Here is a PROSPERITY MARKET that is dominated by WIBW! A market that can be reached by the most powerful, ***personalized*** selling force in Kansas—WIBW!

WIBW's standing is a proven fact! Let us send you a copy of ***Kansas Radio Facts*** . . . vital marketing information based on an accurate, carefully-conducted survey made by entirely disinterested parties.

WIBW "The Voice of Kansas"

DON SEARLE, *Gen. Mgr.*

Represented by Capper Publications in

New York — Detroit — Chicago — Kansas City, Mo. — San Francisco

EMPIRE SHOE STORES, New York, a chain of retail women's shoe shops on the Eastern seaboard, has appointed Samuel G. Krivit Co. Inc., New York, to direct advertising. Newspapers and radio will be used, but no definite plans have been made. Harold Rieff is account executive.

BOWEY'S Inc., Chicago (Dari-Rich) has placed its account with Stack-Goble Adv. Co., Chicago, and Roy A. Sorenson, formerly vice-president of Russell C. Comer Adv. Co., Chicago, has joined Stack-Goble to continue handling the account.

NELSON BROS. Furniture Warehouse Inc., Chicago, will start a new weekly half-hour program called *Stars of Yesteryear* on WBBM, Chicago, Sept. 15. Radio stars popular in the early days of radio, but no longer top-notch stars, will be presented on the new show. In addition, Nelson has renewed the following for fall: *Bureau of Missing Persons* on WJJD; 2 quarter-hour daily studio programs on WCFL; and a quarter-hour daily studio program on WAAF. Selviair Broadcasting System Inc., Chicago, is agency.

SUSSMAN & WORMSER, San Francisco (food products) has extended its *S & W Junior News Parade* contract, which expired Aug. 15, through Sept. 15, on 11 NBC-Red stations on the Pacific Coast. Botsford, Constantine & Gardner Inc., San Francisco, the agency, is auditioning a new morning variety program.

TEXTILE WORKERS Organizing Committee, CIO union, has added weekly quarter-hour broadcasts on WSAR, Fall River, and WPRO, Providence, to the series already sponsored on WCOP, Boston, and WSPR, Springfield, aimed to aid in the organization of workers and the building of good will and understanding the union's purposes among the general listening public.

HOWE Inc., Seattle, (hand lotion) on Sept. 30 will start a 13-week program entitled *The Hollywood Reporter* on KPO, San Francisco. Agency: S. L. Kay Inc., San Francisco.

ANTROL LABORATORIES, Los Angeles (insect exterminator), has placed its account with Blackett-Sample-Hummert Inc., Chicago.

GOLF PERISCOPE—Ted Husing, CBS sports commentator, using the new golf match device invented by Paul White, public affairs chief of the network. The observer peers into the periscope and can see over the heads of crowds.

Chicago Sales Up

(*Continued from page 16*)

Johnson Co., Chicago; Consolidated Drug Trade Products Inc., Chicago (proprietaries), daily quarter-hour programs except Sunday, starting Sept. 27, through Benson & Dall Inc., Chicago; Olson Rug Co., Chicago, quarter-hour programs thrice weekly starting Sept. 14, thru Presba, Fellers & Presba, Chicago; Purina Mills, St. Louis, (poultry feed) quarter-hour programs thrice weekly, started Aug. 26 and five-minute thrice weekly programs for livestock feed, started Aug. 26, through Gardner Adv. Co., St. Louis; Republic Steel Corp., Youngstown (fences), 2 weekly quarter-hour programs starting Sept. 28, through Meldrum & Fewsmith, Cleveland.

Hamilin's Wizard Oil, Chicago, 2 daily announcements except Sunday starting Sept. 27, through Vanderbie & Rubens, Chicago; Acme Feeds, Chicago (livestock and poultry feeds), 2 minute announcements daily except Sunday starting Sept. 27 through K. E. Shepard Adv., Chicago; McConnon & Co., Winona, Minn. (household necessities), 3 weekly quarter-programs starting Sept. 27, through McCord Co., Minneapolis.

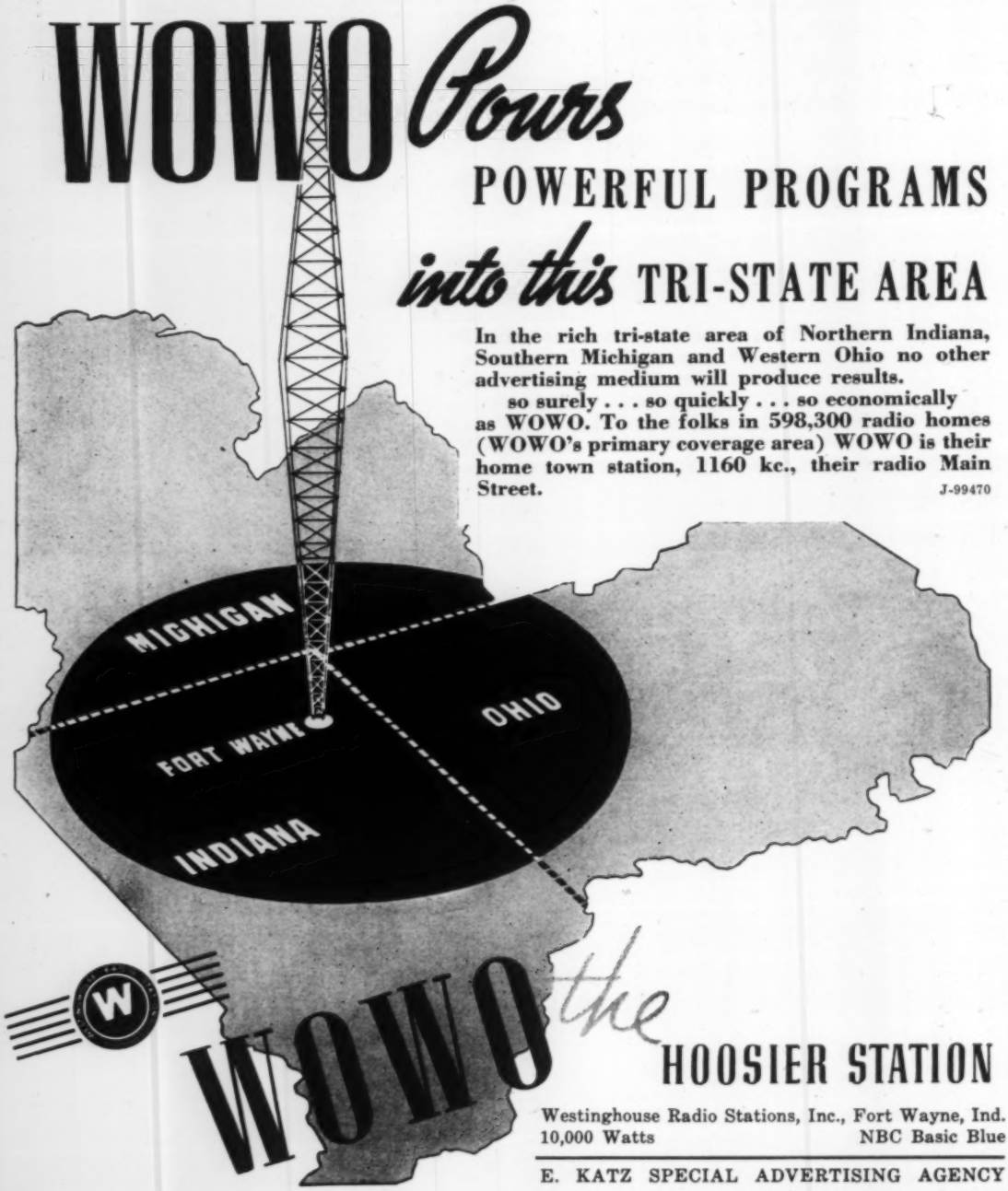
Flexo Glass Co., Chicago (building materials), quarter-hour programs, thrice weekly starting Oct. 5, through Presba, Fellers & Presba, Chicago; Coleman Lamp & Stove Co., Wichita, half-hour on *Barn Dance*, starting Sept. 18 through Potts-Turnbull Co., Kansas City; Mantle Lamp Co., Chicago, half-hour on *Barn Dance*, starting Oct. 2, through Presba, Fellers & Presba, Chicago; Atlantis Sales Corp., New York (Coleman's mustard), announcements thrice weekly on *Homemakers Hour*, started Aug. 16, through J. Walter Thompson Co., New York; Lamont, Corliss & Co., New York (Danya), announcements thrice weekly on *Homemaker's Hour*, starting Nov. 1, thru J. Walter Thompson Co., New York.

Busy Season at WBBM

At WBBM, Harry Mason Smith, sales manager, will have almost a complete schedule this fall. Many of WBBM's advertisers are on 52 weeks of the year, including Nelson Bros., Illinois Meat Co., Proctor & Gamble (American Family Flakes) and Builder's Life Insurance Co. Included among new advertisers for fall are Philco, which will start a 16-week quarter-hour program Monday nights; Stephano Bros., Philadelphia (Marvel cigarettes), starting 3 weekly quarter-hour *Sport Huddles* on Oct. 3. Spot advertisers coming back this fall include Simmons Co. (beds, mattresses), Kosto and Maryland Pharmaceutical Co., (Rem and Rel).

Ed Wood, commercial manager of WGN reports about a 40% increase in business this fall over last. Mr. Wood said: "This year business is coming from all over instead of coming only from a few agencies as has been the case in previous years." WGN will be practically solid this fall after 7:15 a. m. Bathasweet Corp. will start a quarter-hour news broadcast Sept. 18. Quin Ryan will handle the microphone for the program

WOWO Pours POWERFUL PROGRAMS into this TRI-STATE AREA



In the rich tri-state area of Northern Indiana, Southern Michigan and Western Ohio no other advertising medium will produce results.

so surely . . . so quickly . . . so economically as WOWO. To the folks in 598,300 radio homes (WOWO's primary coverage area) WOWO is their home town station, 1160 kc., their radio Main Street.

J-99470

WOWO the HOOSIER STATION

Westinghouse Radio Stations, Inc., Fort Wayne, Ind.
10,000 Watts NBC Basic Blue

E. KATZ SPECIAL ADVERTISING AGENCY

which will be sponsored thrice weekly at 11:30 a. m. A new account, Wallace's Biscuits, will start a quarter-hour show on WGN, Oct. 18 across the board at 9:30 a. m. Reincke-Ellis-Younggreen & Finn, Chicago, is the agency. Sterling Products will be back this fall with *Way Down East* starting Sept. 27. Feature Foods will be on WGN starting Sept. 13 six times a week from 9-9:30 a. m.

At WMAQ and WENR, W. W. (Bud) Smith reports an increase in fall business this year. Accounts currently on WMAQ include Axton-Fisher Tobacco Co., Bulova Watch Co., Chicago & Northwestern Railway; Community Motors, Dodge Bros., Evans Fur Co., Great Atlantic & Pacific Tea Co.; Grove Laboratories; Hooker Glass & Paint Mfg. Co.; Thomas J. Lipton; Mandel Bros; National Biscuit Co.; Penn Tobacco Co.; Proctor & Gamble (Drene); Refrigeration & Air Conditioning Institute; Rival dog food; Ruud Water heaters; Simoniz Co. and Wieboldt Co.

Current WENR accounts include Bulova Watch Co.; Erie Clothing Co.; Hydrox Corp.; Newart Clothing Co.; P & G (Crisco).

Herb Sherman, sales manager of WJJD, said: "Business this fall will undoubtedly be very good as is evidenced by renewal of accounts." Mr. Sherman was of the opinion, however, that many advertisers are much slower in getting started this year than last. Included in new business are the football broadcasts of Northwestern games sponsored by the Chicago & North Western Railway through Caples Co.; American Pop Corn Co., Sioux City, Ia. (Jolly Time popcorn) five-minute live program starting Sept. 1; Beaumont Laboratories, St. Louis (Four Way cold tablets), 4 spots a day, daily except Sunday, through H. W. Kastor & Sons, Chicago; Dr. Preston Bradley, Chicago, 90 minutes on Sundays starting Sept. 12.

Others Expanding

Many other advertisers are increasing their fall schedules. These include 42nd St. Sales Co., Chicago (cosmetics) increasing from 3 to 6 quarter-hour programs weekly, through McGivern-Child Co.; Chicago; Nu-Enamel increasing their schedule from 2 to 8 one-minute live announcements Sept. 1; Holland Jewelry through Malcolm-Howard Adv. Agency, Chicago.

At WIND, Gary, H. R. Makelin, who was recently appointed sales manager, reported that fall business this year was greater than last. Included in the new business is Dina-Mite Cereal Co., Los Angeles, starting thrice weekly quarter-hour transcriptions on Oct. 11; Newart Clothing Co., Chicago, quarter-hour sports programs preceding the University of Chicago football games and following the Chicago Cardinals professional games; Middle West Radio Distributing Co., Chicago, five-minute periods twice weekly for 26 weeks; and Grove Furniture Co., Chicago 10 minute daily except Sunday news programs.

Mel Wolens, who was recently appointed sales manager of WCFL, coming there from NBC, reports a 30% increase this fall over last. Mr. Wolens has started a policy of eliminating foreign language programs from the station retaining only those making all their announcements in English. The *Lithuanian Hour* is switching to English in 10 weeks.

Largest increase in fall business in comparison with last year exhibited by any Chicago station is WAAF. According to Arthur F. Haare, commercial manager, there will be a 50% increase this fall over last. Included in the new national business starting this fall are: Beaumont Laboratories, St. Louis (Four Way cold tablets), minute transcriptions, daily except Sunday, through H. W. Kastor & Sons, Chicago; Dr. W. B. Caldwell, Monticello, Ill. (Syrup of Pepsin), 6 weekly quarter-hour transcriptions daily except Sunday starting Sept. 27, through Cramer-Krasselt Co., Milwaukee; Histeen Corp., Chicago (hay fever remedy) 3 daily transcriptions thrice weekly, through Ruthrauff & Ryan, Chicago. Numerous regional and local accounts will be back this fall, including Checker Cleaners, Fox Secretarial College, General Furniture Co., Bulk Oil Co., Evans Fur Co., Joy Candy Co., Nelson Bros. Furniture Warehouse, Morris B. Sachs.

KPFA Log Cabin Home

WITH its studios and offices located in a neat log building near the state capitol building in downtown Helena, the new KPFA, 100 watts on 1210 kc., is scheduled to go on the air on or about Sept. 15, equipped with an RCA transmitter and Truscon tower. The log building is finished in Western style, an innovation in radio. K. O. McPherson, since 1930 with KGIR, Butte, has been named manager. Station is licensed to the Peoples Forum of the Air, headed by Barclay Craighead, of Helena, state director of the Federal Housing Administration.

Latest Time 'Offer'

LATEST "free time" list of continuities, carrying propaganda for the machine tool industry, has been "offered" to stations by the National Machine Tool Builders' Association, 10525 Carnegie Ave., Cleveland. The continuities consist of weekly talks discussing technological progress. The Association claims it is sending out 140 copies of the talks every week.

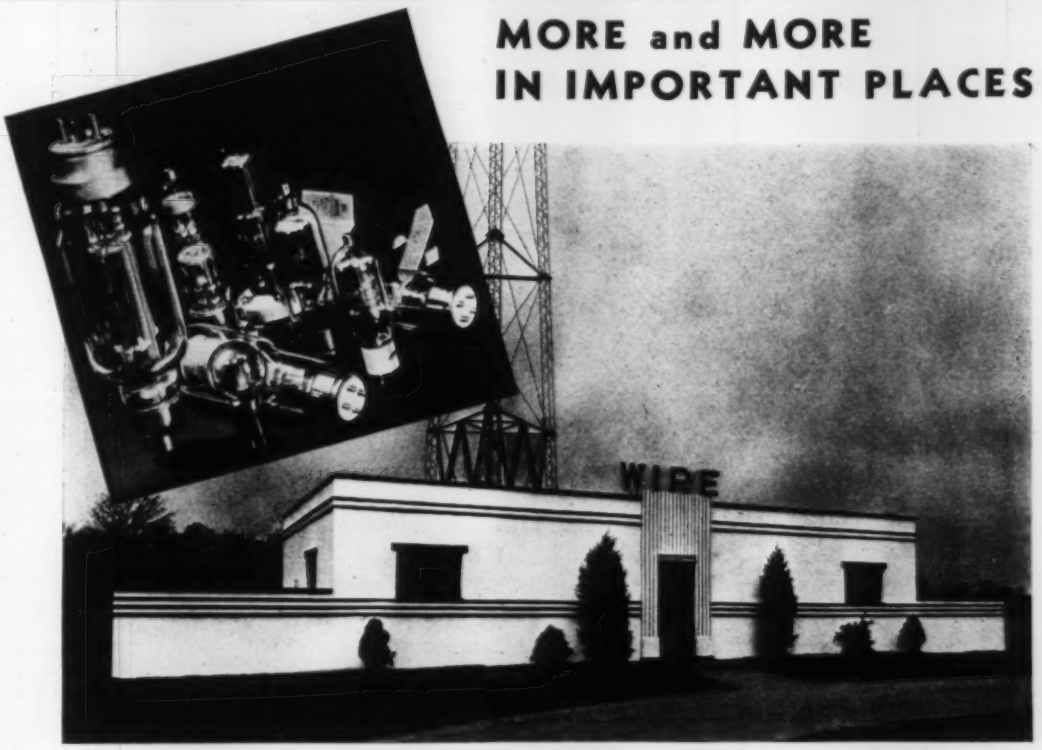
KELO, at Sioux Falls, To Make Debut Sept. 5

Mr. Henkin

OPERATING under the same management and from the same studios as KSOO, Sioux Falls, S. D., the new KELO, 100 watts on 1200 kc. at Sioux Falls which was authorized by the FCC last year, will be inaugurated Sept. 5, according to Joseph Henkin, president and manager of Sioux Falls Broadcast Association Inc., licensee of both stations. Morton Henkin, his son, is national sales manager of both stations.

The new KELO will use an RCA transmitter, R. C. A. speech input equipment and a 215-foot vertical radiator. It will be a member of the basic supplementary group of both NBC networks, along with KSOO, which affiliated with NBC last April 15.

MORE and MORE
IN IMPORTANT PLACES



MODERN STATION

This modern mid-west station is fast making an enviable name for itself among national radio advertisers. A basic station of the Red Network, it is on the air with 5,000 watts.

Since 1935, WIRE has been using United Transmitting Tubes—another instance of the fast-growing recognition of these tubes by radio centers of importance. Every day adds new significance to the United slogan—"More And More—In Important Places."

Write for complete new technical manual

UNITED ELECTRONICS COMPANY

Manufacturers of United Transmitting Tubes

42 SPRING STREET NEWARK, NEW JERSEY

Cable:--"UNELCO"

USE THE NEW POSTAL TELEGRAPH

NIGHT LETTER SERVICE

Make it part of your regular correspondence routine... use it for overnight speed... for dependability... for ECONOMY!

AMAZING SAVINGS RANGE ALL THE WAY FROM 20% TO 75% AND BEYOND... DEPENDING UPON LENGTH OF MESSAGE

NO WONDER that business houses everywhere are switching to fast, dependable overnight communication that is available at amazingly low costs through the new Postal Telegraph Night Letter Service. Never before in all telegraph history have such staggering economies been possible.

Under the new service, rates are as low as one-fifth of a cent a word (beyond the initial 25-word base rate*) to thousands of "short haul" points.

Under the new service, messages of more than 200 words can be sent for seven-tenths of a cent a word (beyond the initial 25-word base rate*) even from coast to coast. The *maximum* rate for a 25-word message between the most distant U. S. points on the map is only fifty cents ... two cents a word!

Take full advantage of the economies offered by the new Postal Telegraph Night Letter Service. Use it for business and social messages. Call Postal Telegraph for further information.

Postal Telegraph

Commercial Cables — All America Cables

Mackay Radio

*NOTE: *The initial rate is based on a new minimum of 25 words. Extra words are charged for in 5-word groups.*

F&P Atlanta Office

Mr. Williams

WITH F. Lacelle Williams in charge, Free & Peters Inc., station representatives on Aug. 23 announced the establishment of a branch office in the Bona Allen Bldg., Atlanta. Mr. Williams formerly was on the staff of the *Atlanta Journal*. As manager of the new office, he will travel the Southern territory on behalf of the Free & Peters stations. Other offices maintained by Free & Peters are in New York, Chicago, Detroit, San Francisco and Los Angeles.

Reps

PAUL H. RAYMER Co. has been appointed national representative for the five stations of the McClatchy Broadcasting Co.—KFBK, Sacramento; KWG, Stockton; KMJ, Fresno; KERN, Bakersfield; KOH, Reno.

JOHN BLAIR & Co. have been appointed national representative by KQW, San Jose, Cal.; WROL, Knoxville, and KFDM, Beaumont, Tex.

WILSON ROBERTSON Co., has been appointed national representatives of KGER, Long Beach, Cal.

DRUG PROMOTION
E. P. H. James Tells How Radio Aids Stores

SUCCESS of coupling merchandising efforts to those of manufacturers using radio as a means of boosting sales of independent drug stores was described by E. P. H. James, NBC sales promotion director, at the Aug. 17 session of the Davis Brothers' Merchandise Clinic, held in Denver.

Speaking on "Making More Money of Nationally Advertised Brands", Mr. James described in detail the methods used by a number of drug stores in taking advantage of national radio promotion.

Typical among such cases was that of Clark-McGeevy Drug Co., Springfield, Mo., explained to NBC in a letter from Manager W. C. McGeevy. By use of radio tieins with merchandising displays, the store checked sales on certain items between Sept. 1 and Jan. 1, 1936. On the six items covered, no special efforts to promote sales were made prior to Sept. 1; all six items were featured in conjunction with radio tiein material both in window and counter displays during the October-December three-month test period; practically the same prices were maintained on all six items.

Using September as base, or 100%, the monthly sales increases (percentage) were:

	Oct.	Nov.	Dec.
Italian Balm	18	275	106
Lady Esther	23	31	100
Maxwell House	12	21	87
Campana Skin Invig.*	--	--	475
Junis Cream	--	45	125
Pepsodent Antiseptic	35	60	93

* Prize contest in December; entry blank given with each 35 cent bottle.

THE *Lone Ranger* dramatic series, originating over WXYZ, Detroit, to the Mutual Network, has been purchased for the movies by Republic Pictures, which is adapting it into a 15-episode serial.

Freeman Keyes Acquires Controlling Interest in Russel M. Seeds Agency

FREEMAN KEYES, account executive of Baggaley, Horton & Hoyt Inc., Chicago, for the last 20 months, has purchased a controlling interest in Russel M. Seeds Co. Inc., Indianapolis advertising agency, and will be president of the agency, making his headquarters in Chicago. The new Chicago offices are located in the Palmolive Bldg. New Los Angeles offices have been opened at 1584 Cross Roads of the World.

Paul Richey and Jack Harding, both with Russell M. Seeds Co. for 30 years, will be vice president and secretary-treasurer of the revised organization.

Before joining Baggaley, Horton & Hoyt in January 1936, Mr. Keyes was vice-president and later president of the Philip O. Palmer Adv. Agency, Chicago, dissolved after the death of Mr. Palmer. Mr. Keyes also was with NBC in Chicago before going into the agency field.

With the Seeds Co. already handling the Pinex Co.'s black and white advertising and with Mr. Keyes account executive on Pinex's radio advertising, the Seeds firm will now be handling the entire Pinex account. Mr. Keyes also handles the radio advertising for the Sheaffer Pen Co., Fort Madison, Iowa which, with Pinex, are two of radio's largest spot users. In addition to the above two accounts, Mr. Keyes is also handling a portion of the General Mills business. He now has a quarter-hour program, *Hollywood in Person*, on the air for General Mills' Bisquick on the flour firm's full-hour coast-to-coast CBS *Gold Medal show*.

Clay Osborne, formerly of NBC and KFI, Los Angeles, will head the Los Angeles office force of 19, aided by Robert Brillmeyer and Tom Wallace. Jack Harding and Paul Richard are in charge at Indianapolis. A branch is maintained in Toronto.

Included among the accounts being handled by the Russell M. Seeds agency are: House of Crane Co., Indianapolis (cigars); Burrell-Dugger Co., Indianapolis (poultry remedies); Canned Foods Inc., Indianapolis (Baykomo Beans); Durham Mfg. Co., Muncie, Ind. (fireless cookers); Iceland Medicine Co., Indianapolis (Viuna proprietary remedy); General Mills Inc., Minneapolis (in part); Sheaffer Pen Co., Madison, Wis.

Rollin C. Ayres

ROLLIN C. AYRES, vice-president of James Houlihan Inc. advertising agency and founder of the San Francisco Advertising Club, died at his home in Oakland, Calif., on Aug. 20. He was 64. Previous to his agency affiliation Mr. Ayres had been director of sales and advertising promotion for the Zellerbach Paper Co.

'Radio in Education'

A COLLECTION of quotations from newspaper editorials, prominent educators and business men, and from executives of NBC stations regarding the appointment of Dr. James Rowland Angell as educational counselor of NBC has been published by the network in a brochure titled *The Place of Radio in Education*.

Agencies

JAMES BLOODWORTH, recently appointed continuity editor of Don Lee Broadcasting System, Los Angeles, resigned in August to join William Esty & Co. Inc., Hollywood. He is working under Savington Crampton, West Coast manager of the agency and producer of CBS *Camel Cararan*, sponsored by R. J. Reynolds Tobacco Co. (Camel Cigarettes), until Benny Goodman goes East. With Harry Holcombe, he will then be assigned to the Goodman part of the *Camel Caravans* and also work on other accounts in New York. Bill Goodwin, formerly CBS Hollywood producer and announcer, was recently signed as Crampton's assistant.

JOHN L. SULLIVAN, former program director of WGES, Chicago, and a member of the WIND national sales staff, has been appointed radio production manager of Malcolm-Howard Adv. Agency, Chicago. Saul R. Woolf, former president of the old Woolf-Gurwit Adv. Agency, Chicago, has also joined Malcolm-Howard as account executive and merchandising counsel. Mr. Woolf was advertising manager for Hartman Furniture Stores, Chicago, for 15 years, and at one time was advertising manager of Standard Home Utilities Inc., a subsidiary of the Spiegel, May, Stern Co., Chicago.

MARY EDITH STAHL, for two years CBS *Hollywood Hotel* production assistant, has resigned from the F. Wallis Armstrong Co. Hollywood staff. Internal changes in the *Hollywood Hotel* setup, which include the disbanding of the stock company idea with regard to bit players and supers on the program and installation of a "call system," are said to be a part of the production changes accountable for Miss Stahl's severance. Whether she will associate with Bill Bacher, formerly *Hollywood Hotel* producer and now with M-G-M, was not learned.

JAMES W. FUSON Jr., formerly with Arthur Kudner Inc., New York, and Erwin Wasey & Co., New York, has joined Watt, Payne-Advertising Inc., Tulsa, as director of the agency's radio accounts.

LOUIS LOWENSTEIN, previously general manager for Vinton Freedley, New York, theatrical producer, has been elected treasurer and director in charge of radio production of Pettingell & Fenton Inc., New York agency.

FRANK WOODRUFF, J. Walter Thompson Co., Hollywood producer and director of the CBS *Lux Radio Theatre*, sponsored by Lever Bros., returns to the West Coast Sept. 13, from New York where he has been vacationing and conferring with agency executives on fall radio activities.

ARTHUR KASS and Sue Tohrner, New York, who have been servicing radio advertising for national advertisers and agencies, have dissolved their partnership to form a corporation, Kass-Tohrner Inc., with Arthur Kass as president, William Isaac as vice-president, and Sue Tohrner as secretary. Offices and studios are maintained in the RKO Bldg.

JULIAN FIELD has joined the copy staff of Arthur Kudner Inc., New York. He was formerly with Young & Rubicam Inc., Lennen & Mitchell Inc., CBS.

CHESTER J. LaROCHE, president of Young & Rubicam Inc., and Donald Stuaffer, the agency's director of radio, both of New York, are in Hollywood for a series of conferences with Tom Harrington, West Coast manager, and to launch the new fall NBC *Packard Hour* sponsored by Packard Motor Car Co., from that city starting Sept. 7.

JERRY FARRAR has joined the Hollywood office of Robert S. Taplinger Inc., radio publicity service, in an executive capacity. Miss Tommy White, formerly New York department store publicity counsel, has joined the agency as editorial assistant to Pauline Swanson, West Coast manager.

FRANK HEALY, formerly of NBC New York publicity department and more recently on the staff of Radio Feature Service Inc., Hollywood, has joined the Helen Ferguson Publicity Service, that city, as head of the radio department.

CONNIE OSGOOD, formerly assistant director of *Lux Radio Theater* assisting Cecil De Mille, was to open Chicago's first actor's clearing house about Sept. 1. The new firm probably to be called the Central Casting Bureau, will supply Chicago agencies with radio talent.

NORMAN FRANKEL, formerly of Freitag Adv. Agency Inc., Atlanta, has joined Houck & Co., Roanoke, Va., as account executive and radio director.

BERNARD WEINBERG, vice-president of Milton Weinberg Adv. Co., Los Angeles, has returned to his desk after two weeks in St. Paul, Minn., where he conferred with executives of A. J. Krank Inc., (cosmetics), on the CBS *Lloyd Pantages Covers Hollywood* program.

CLARENCE B. GOSHORN, formerly with Arthur Kudner Inc., New York, and Erwin, Wasey & Co. Inc., New York, has been named vice-president of Benton & Bowles Inc., New York. Mr. Goshorn was previously with Curtis Publishing Co., Philadelphia.

MARY GARVIN has resigned as office manager of Robert Taplinger Inc., Hollywood publicity service, to become assistant to Diana Bourbon, manager of F. Wallis Armstrong Co. that city.

FRED JONES who recently resigned as publicity director of KEHE, Los Angeles, has joined the Hollywood staff of Young & Rubicam Inc. He is assistant to Bill Stuart, publicity director.

KENNETH HARRIS has joined Freitag Adv. Agency, Atlanta, in charge of production.

AIRCASTERS Inc., Detroit, on Aug. 19 opened its new offices at 4049 W. Lafayette Blvd.

Park G. Parker Is Named Vice-President of B-S-H

Mr. Parker

PARK G. PARKER, assistant to the general manager at NBC-Chicago since 1930, resigned his post effective Sept. 1 to become vice-president of Blackett-Sample-Hummert Inc., Chicago. Mr. Parker is one of the pioneers in radio having started with RCA in 1922. In that year he opened the RCA offices in Chicago. As district manager for RCA in Chicago, Mr. Parker supervised the firm's radio set sales in 24 states. In 1930, he joined NBC as assistant to Niles Trammel, vice-president and head of the network's Chicago office.

Mr. Parker told BROADCASTING that a good portion of his work at the agency will undoubtedly be in the radio field although it would not be confined to this media. As yet no successor has been appointed at NBC.

MIKE STIVER, Australian manager of J. Walter Thompson Co. for seven years, has been transferred to the London offices of the agency and is scheduled to take over his new duties this month. He is now in the United States visiting and conferring with agency executives. His Australian successor, stationed at Sydney, is Sam Dobbs.

ROBERT DORFMAN, with Fairchild Publications for nine years, on Sept. 1 joins Randall Co., Hartford agency, as a member of the firm. The agency is moving Sept. 1 to larger quarters in the Judd Bldg.

BILL DEMLING has resigned from the continuity staff of KFWB, Hollywood to join Young & Rubicam Inc., that city, as writer on NBC *Packard Hour*, sponsored by Packard Motor Car Co.

MARIGOLD CASSIN, of Erwin Wasey & Co., San Francisco and producer of the Alberts' Bros. program *Good Morning Tonight* on NBC-Pacific Red network, is nursing a broken arm, suffered in a fall.

BRYANT GRIFFIN, formerly of Frank Presbrey Co., New York, has joined Chas. Dallas Reach, Newark, N. J. as account executive.

J. ROBERT CORRY, for the last 10 years with Lewis Edwin Ryan Inc., Washington agency, on Aug. 25 was named vice-president and general manager of the firm.

KWK

...like the Missouri Mule: it always has a STRONG PULL.

Hitch Your Wagon to a Star

THOMAS PATRICK, Inc.
Hotel Chase St. Louis
Representative:
PAUL H. RAYMER CO.
New York Chicago San Francisco

Standard Radio
Electrical Transcriptions
for STATIONS and SPONSORS
HOLLYWOOD ★ CHICAGO

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

WOKO
ALBANY, N.Y.
—try it for Smashing
SELLING POWER

WOKO, basic Columbia Network outlet, is *the* buyers' guide in The Capital District, a rich zone of highly diversified industry; peak, stabilized purchasing power; widely representative of every trade market.

In the heart of "The State that Has Everything" . . .

HAROLD E. SMITH, *General Manager*

STATION WOKO ALBANY, N. Y.

Purely PROGRAMS

Cover the Waterfront

REALLY covering the waterfront, WHEC, Rochester, N. Y., has had an average of three broadcasts weekly during the summer from Ontario Beach Park on the shore of Lake Ontario. Broadcasts have included interviews with swimmers, merry-go-round riders, and vacationists going and coming via the Canada Steamship docks; historical programs about the Port of Rochester and swimming lessons broadcast from the life-guard boats. Program Director Morden Buck and Announcer Ken French nearly got an impromptu vacation when they failed to hear the warning whistle while interviewing passengers on a departing steamship, but a quick sign-off and a quicker leap saved the day.

* * *

Police Human Interest

THE INSIDE stories of interesting cases from police files make up the *Police Human Interest Stories*, broadcast on WNYC, New York, by Detective George L. O'Connor of the Missing Persons Bureau of New York City's Police Department, each Sunday afternoon. Program follows the regular alarms for missing persons that WNYC broadcasts at 1 p. m. daily. A feature of the Sunday broadcasts is the rhymed summary which Detective O'Connor writes for each case.

* * *

Call of the Wild

MYTHICAL fishing and hunting tour of Michigan, serialized during the next 52 weeks on WJBK, Detroit, by Tom MacClure, conversation engineer, will take WJBK listeners to every county in the state. Assisting Mr. MacClure will be Joe Karmann, chairman of Michigan's Isaac Walton League.

Drama From Abroad

DRAMATIC broadcasts from London and Dublin will fill the Sunday evening *Columbia Workshop* periods on Sept. 12 and 19, through arrangements made by Irving Reis, director of this experimental radio dramatic series, who left recently for extended visits to London, Dublin and Amsterdam to study European radio techniques. On Sept. 12 the *Death of a Queen* from Hillaire Belloc's *Marie Antoinette*, will be transmitted to the United States from the BBC studios in London, where it will be produced by Val Gielgud. The broadcast from Dublin, featuring actors from the famed Abbey Players, will be a radio version of Synge's *Riders to the Sea*. Reis' studies at the BBC headquarters, at Dublin's Radio Athlone and Holland's Radio Avro will be included in two books on experimental radio drama he is writing for fall publication.

* * *

No Longer Missing

THE WJJD Bureau of Missing Person, which celebrates its first year on Sept. 1 has found 134 missing persons since the start of the program. Altogether 25,000 letters have been received since the Chicago program went on the air a year ago. The show is sponsored by Nelson Bros. Furniture Warehouses Inc., Chicago. Selviair Broadcasting System is agency.

Hey! Mr. Motorist

ATTRACTING wide interest is the WOWO feature *Hey! Mr. Motorist*, originating from one of the main Fort Wayne business corners. In cooperation with the Police Department's Safety Bureau, Carl Vandagrift and Bill Davies, WOWO feature men, stop out-of-state automobiles for interviews. Questions put to drivers are all pertinent to motoring, with pointers on safety given particular stress. Booklets on sane driving, as well as Westinghouse souvenirs, give the feature unusual merchandising angles. *Hey! Mr. Motorist* is rapidly becoming one of the most popular noon airings of WOWO, being heard at 12:30 p. m. CDST, Monday, Tuesday and Thursday.

* * *

Tieup With Newspapers

KASA, Elk City, Okla., has arranged a trade for newspaper space against quarter-hour time on KASA. Five county weekly newspapers in the neighborhood of the station now carry complete "Radio Ramblings," program highlights, studio notes and other station activities. In exchange, KASA stages, with the aid of a studio orchestra, a "Hello Folks" community visit once a week to each newspaper's community. The only mention of the newspaper on each program is that the visit is made possible by the particular issue of the community.

* * *

Saturday Opera

WJEJ, Hagerstown, Md., started a new program Aug. 21 devoted entirely to excerpts from operas. It is broadcast Saturday evening and is known as *Operatic Interludes*. Instead of using staff talent, the program features outstanding local artists, both singers and instrumentalists, in guest artist fashion, with no performers appearing on more than one program during the series. Talent has been arranged for a period of 13 weeks. The program is sustaining. Letters to members of musical organizations and women's clubs were sent out in advance of the first program, and card displays were arranged with local music stores. The program is produced by Amos Harper.

VACATION IDEA—Mary Mason, (right), *Home Forum* director of WRC, Washington, gave traveler clocks recently to each of her fans who acted as "Cousin Mary Mason" while she took a vacation.

Guest Announcers

ROUND ROBIN for announcers giving the sportcasts of Detroit Tigers, Cincinnati Reds and the Cleveland Indians is under way with each announcer going from town to town so that Socony-Vacuum and General Mills, co-sponsors, can find out what type of announcing the public likes best. The co-sponsors are offering $100 for the best letter analyzing the most enjoyable announcing style. Sports commentators participating in the round robin are Ty Tyson, WWJ, Detroit; Harry Heilman, Michigan Network; Jack Graney, WHK, Cleveland, and Harry Hartman, WCPO, Cincinnati.

* * *

Having a Fine Time

A SERIES of programs in the form of *Inquiring Reporter* interviews with St. Louisians summering in the north, together with short descriptions of the towns, will be broadcast over KMOX, St. Louis. Jerry Hoekstra, director of public affairs, Marvin E. Mueller, announcer, and Gordon Sherman, engineer, have returned from Douglas and Grand Haven, Mich., where recordings were made.

* * *

The Day's Doings

WSBT-WFAM, South Bend, Ind., has started a quarter-hour morning program titled *Your Engagement Book*. Brief announcements covering all types of social functions, meetings, etc., are made.

4,000,000 NEW YORK HOUSEWIVES DO!

In millions of foreign language homes in metropolitan New York, WBNX is a household word. The foreign housewife, whether she be Jewish, German, Polish, Spanish or Italian, listens to programs in her native tongue and is profitably influenced by WBNX advertisers!

1000 WATTS DAY AND NIGHT
WBNX NEW YORK

"It's the Four Million who Listen to WBNX"

CHOOSE A LIVE SPOT
$100,000,000 Cotton Crop
MEMPHIS
Wide Range Transmission—5,000 Watts Power

WREC

NATIONAL REPRESENTATIVES PAUL H. RAYMER COMPANY NEW YORK · CHICAGO · SAN FRANCISCO
TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

New Bible Series

WHBF, Rock Island, sent 150 letters to Sunday School teachers in Rock Island, Davenport and Moline to invite their cooperation on a new program *Miles of Smiles*, broadcast every Sunday morning at 8:15. Miss Ruth Robinson, a teacher, takes the children on a mythical boat trip to the Holy Lands where she describes the settings of well known Bible stories in the manner of a guide or tourist. Children who come to the studios to take part on the programs are given tickets for the "trip" —but first must present a ticket from their teachers testifying that they attended Sunday School the previous Sunday. Teachers are holding contests to see which youngster will win the most tickets.

* * *

Tales of the Stars

TALKING about the celestial planets in manner comprehensible to the layman, Kearney Walton, known as the "Backyard Astronomer" recently started a weekly series of programs over KFRC, San Francisco and the Mutual-Don Lee network in California. He is heard at 8.30 p. m. P. S. T. Mondays. From time to time the program introduces as guest speakers men prominent in scientific research in astronomy.

* * *

Books Air Reviewed

A WEEKLY series of dramatizations of famous books, to be called the *N. Y. U. Literary Forum of the Air*, will be broadcast on WHN, New York, each Thursday beginning October 7. Programs, which will feature reenactment of the more important scenes of WHN's stock company and a discussion of the book by two professors, will be supervised by H. M. Partridge of New York University's radio division.

* * *

The Big Idea

UNUSUAL listener response is reported by WHN, New York, for its *What's The Big Idea*, a program series dealing with inventors and inventions. Descriptions of inventions ranging from trick mouse traps to alarm bells for motorists who doze while driving have brought mail from all over the country, says WHN.

* * *

Music and Pleasure

DR. FRANKLIN DUNHAM, NBC educational director, is completing arrangements at the National Music Camp, Interlocken, Mich., for a new fall program to be titled *Fun in Music*. The Tuesday series on NBC-Red network feature band lessons from schools and will be under the supervision of Dr. Joseph E. Maddy.

* * *

For Home Inspectors

KDYL, Salt Lake City, takes a microphone inside new homes, under sponsorship of a local realty firm, with Myron Fox taking listeners for a stroll through the homes. Announcements are used the preceding day to call attention to the program and bring interested buyers to the program scene.

* * *

John Q. Shows How

AT WCPO, Cincinnati, Red Thornburgh, m. c., invites the public to step up to the microphone and show how they think announcing should be done. Titled *The Public Announces*, the feature is proving a good drawing card.

FRISKED—KVOR staffmen were frisked when they entered the Colorado State Penitentiary for a broadcast, despite their credentials from Governor Teller Ammons. Roy Best (right center) looks on as a deputy inspects pockets of Manager Hugh Terry and Chief Engineer E. H. Taylor. A 45-minute show was piped to KVOR, Colorado Springs, and KVOR, Denver, using prison talent.

Rehearsal Noises

MICROPHONES planted in the orchestra shell of the Hollywood Bowl give forth interesting and amusing sounds during *Candid Microphone* broadcasts of symphony rehearsals on KMPC, Beverly Hills. Baron Von Egidy and Lee Cooley, KMPC announcers, handle the impromptu broadcasts which have aroused an unexpectedly large listener interest, says KMPC.

* * *

Golf Clinic

TEACHING dubbers how to smack 'em is the purpose of *Golf Clinics*, a weekly program on WENR, Chicago, broadcast from the roof of Merchandise Mart before a select audience of 500 golf fans. The programs include interviews with famous golfers, a weekly prize limerick contest and a golf lesson during which the pro drives ping pong balls into the crowd and prizes are given to those who catch them.

* * *

City Entertains

ALL KANSAS City stations are cooperating in a program series to promote that city's fall festival called "Jubilesta." A young lady chosen as "Miss Jubilesta" is touring the state and making transcriptions of her interviews with prominent citizens whom she invites to attend the festival. The disc series is broadcast on KMBC, KDAF, WHB, KXBY, KCMO and KCKN.

* * *

Fun With Norman

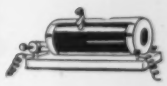
WCFL, Chicago, has inaugurated a full hour program of recordings and banter aimed at a feminine audience and featuring Norman Ross, who is billed as "The Woman's Home Companion." During the program the following announcement is made at frequent intervals: "Ladies, stay home and have fun with Norman Ross." The program is broadcast daily except Sunday at 1 p. m.

* * *

For Nightowls

INTERVIEWS with night club entertainers on its midnight to 4 a. m. *Night Watch* program, are featured by WIND, Gary, Ind. Recordings are made of the interviews at the entertainers' convenience and mail response from the Chicago area indicates a most favorable listener reaction, says WIND.

THE WHY OF THE WIRES OF WIRELESS

In the early days of radio broadcasting, home-made crystal sets  **were a thrilling experience. Whole families were willing to share headphones and listen** **to the local station giving news and playing recorded music. The scope of a program was necessarily limited to the scope** **of the station. As radio progressed, chain broadcasts increased the latitude of radio broadcasting. Special telephone wires were designed** **to carry programs faithfully from city to city. Special telephone equipment** **was set up to distribute network programs. A complete industry grew up within the telephone industry, to keep pace with the progress of radio.**

Spark Oil-Gas Stoves

RADIO along with newspapers and farm papers in California, Washington and Oregon will be used in a campaign being planned by Hammer-Bray Co., Ltd., Oakland, Cal. (Spark gas stoves and oil heaters), which on Aug. 20 announced the appointment of D'Evely & Wadsworth Inc., San Francisco, as its agency. L. M. Clayberger is advertising manager of the concern, and will direct the campaign along with C. R. Ohnimus, sales manager. The company also has branch offices in Los Angeles, Seattle and Portland.

W. PAUL OURY, onetime general manager of WPRO, Providence; Howard Thornley, WPRO chief engineer, and Frank F. Crook, outo dealer, are partners in an application filed with the FCC for a new 1,000-watt station on 1390 kc. in Pawtucket, R. I.

COVER LOUISVILLE AND YOU COVER ALMOST ALL!

Louisville alone has about 11% of Kentucky's entire population, but does more than 30% of Kentucky's retail business. Station WAVE covers this preferred market as thoroughly as any medium you can buy. But because we don't try to cover the rest of the world too, we give you the Louisville area at far lower cost... It's the old story of sharpshooting when you see the whites of their eyes, instead of just banging away at all them shadows out thar!

An N. B. C. Outlet

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K. C.

Prizes by the Thousand

(Continued from page 15)

the program each week. Since the C-H-B line consists of a large family of food products, the program lends itself to the manufacturer's advertising needs. One item could be featured in the commercials, and a mention of all of the principal C-H-B products included at the time when listeners were told what C-H-B products to select from, in mailing in their qualifying labels.

Clipped Commercials

Besides the game, the *Who Am I?* program featured an orchestra, soloists, and comedy. The "curse" was taken off the commercials by having the comedian, Charlie Marshall, unsuccessfully attempt to deliver orations about C-H-B products. Throughout the entire 26 weeks, it is doubtful if Charlie ever was allowed to complete even one of his little speeches, being pushed off the air each time by the master of ceremonies.

The *Who Am I?* idea lent itself to ingenious stunts in the grocery stores. Sandwich men, with masks over their faces, paraded slowly around the larger stores, their signs reading: "WHO AM I? Tune In—NBC Red Network—Tuesday at 7:45 P. M."

Thousands of retailers displayed special C-H-B posters, calling the public's attention to the fact that they should buy C-H-B condiments to secure the necessary labels to accompany their guesses.

Likewise, dramatic advertisements calling attention to the *Who Am I?* program appeared regularly on the radio pages of leading western newspapers.

Hundreds of letters have been received by the sponsors, expressing the listeners' thanks for the attractive prizes, and their satisfaction with the quality of C-H-B products which were being tried for the first time as a result of hearing the broadcast.

The heavy response to each program showed that the public was just as interested in responding to the offer of an inexpensive premium as well as of an expensive one. The *Who Am I?* game seemed to act as a mental challenge, and the public entered wholeheartedly into the spirit of the broadcast. The listeners were literally a part of the radio program.

Here is what Bob Hall, radio editor of the *San Francisco Call-Bulletin*, said in his column about another unusual factor disclosed by the program:

"A new means to judge the intelligence of a radio audience has just been found: Rate 'em in percentages — rather than yours. KPO's *Who Am I?* contest has started the gossips and statistical minded along radio row. And now it seems evident that the program producers under-estimated the aptness of their dialers.

"Each week an unidentified person is described and the audience invited to guess.

"The first week 90% gave the correct answer, naming the singer described as Bing Crosby.

"Second week was tough, and the description contained a 'joker' intended to throw the audience off the trail of accuracy. But 20% named Stalin, the dictator. It was the correct reply.

"Another "joker" the third week, yet 40% cqrrectly identified Garfield as the President.

An off-shoot of this original radio adaption of the Who Am I? game, was the formation of numerous "Who Am I" clubs, informal but regular parties held 'round the radio set every Tuesday evening at the time of the C-H-B broadcast.

The *Who Am I?* program was created for California Conserving Co. by the San Francisco office of Emil Brisacher and Staff, advertising agency.

It is soon to continue on the air after a brief interval as mail returns were at an all time high as the summer season approached.

WPA Education Series Serving Large Audience

WITH some 2,755 foreign-born persons as regularly enrolled members in the course in beginners English, the *New Voice in Education* program being broadcast over 13 stations in the New York metropolitan area under auspices of the Radio Division of the WPA-Adult Education Program, New York City Board of Education, has established itself as a potential force for academic instruction in New York, according to S. Alexander Shear, project administrator. He estimated that the 181 programs broadcast during June alone served 200,000 listeners.

Lessons in elementary English are given along standard scholastic lines, a learner's book being mailed free to students to serve as a guide during the broadcasts. Students send in their exercises to be corrected, thus making it possible to count "attendance". Nearly 5,000 are enrolled in the entire program, which includes other courses.

HARRY A. MacFAYDEN, of the NBC production staff, is adaptor and director of a series of three Friday 3-4 p. m. adaptations of former stage successes being presented by the NBC Radio Guild.

KMPC
Beverly Hills, California
★ ★ ★ ★ ★ ★ ★
"The Station of the Stars"
Continues its march to the top with three new program "scoops" that have the whole town *listening.*
G. A. RICHARDS, *President* ★ LEO. B. TYSON, *Vice-Pres.-Gen. Mgr.* 710 KILO

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Craig & Hollingbery, Rep.

TRANSCRIPTIONS

LUCIO VILLEGAS, of Pan-American Radio Productions, Hollywood, in August started to record a Spanish version of *Chandu* on 78 transcriptions for release in Latin-American countries. Arrangement was made through Harry A. Earnshaw of Earnshaw-Young Inc. A similar arrangement will also be made for the series of 26 *Radio Short Stories.*

RCA MFG. Co., Chicago (transcription division) will move Dec. 15, from the Merchandise Mart to 589 E. Illinois St., where the entire RCA family in Chicago with the exception of NBC is now located. RCA transcriptions will occupy the entire sixth floor which will be modernized and air-conditioned. In all, there will be three studios with the main one 50 by 30 feet. RCA will do all processing at the new plant, Ed Foreman, head of the Chicago office, recently returned from a two-month European trip.

ORLANDO R. MARSH, head of Marsh Laboratories Inc., Chicago, founded in 1922, has retired from the business. The company is now in the process of reorganization and will henceforth be called Chicago Recording Studios. The organized company has moved to 615 Lyon & Healy Bldg. Although a representative of the firm did not care to divulge the complete personnel of the company, it is understood that J. H. Bosley and Miss Faber, both of the Marsh Laboratories, will be associated with Chicago Recording Studios.

HECTOR CHEVIGNY, formerly head of CBS Hollywood script department and later writer on *Hollywood Hotel* program sponsored over that network by Campbell Soup Co., is under exclusive contract with Associated Cinema Studios, that city, to write the May Robson transcription serial, *Lady of Millions*, being cut for Bauer & Black Inc. (Velure vanishing lotion). Series will be placed on 21 stations nationally, starting Oct. 15, through Blackett-Sample-Hummert Inc.

NBC announces the following new subscribers to its Thesaurus service: WIBM, WMBS, WBLK, WBOW.

WBS announces the following new subscribers to its library service: CJIC, Sault Ste. Marie, Ont.; KATE, Albert Lea, Minn.

RCA-VICTOR studios, Hollywood, has recorded music from seven of the latest Walt Disney "Silly Symphony" cartoons in Spanish, for Latin-American distribution.

J. O. WITTE has resigned as vice-president of Fitra Productions Inc., Hollywood transcription and production concern and Edward Pavaroff, secretary-treasurer has acquired his interests. Dr. William H. Voeller is president.

Historic 'Document'

RECORDINGS of the voice of the late Guglielmo Marconi, speaking a few words of farewell during a short-wave broadcast to America a few months ago, have been sent as souvenirs by NBC to a select list of persons in the radio industry. Marconi's words are preceded on the record by a brief dramatization of the first Transatlantic wireless signal. On the reverse side of the disc is a tribute to Marconi by his friend of 30 years, David Sarnoff, RCA president.

Court Decision Continues Brooklyn Case Litigation

WITH THE issuance Aug. 16 by the U. S. Court of Appeals for the District of Columbia of a stay order, further litigation in the five-year-old "Brooklyn cases" was assured.

Upon petition of WLTH and WARD, Brooklyn stations which were ordered deleted by the FCC, the court authorized the stay order, restraining the FCC from making effective its decision in the cases pending determination of the appeals filed by the stations. Thus, another year of litigation appeared certain. In its decision, promulgated to become effective Sept. 15, the FCC ordered assignment of three-fourths time on the 1400 kc. regional channel to WBBC, Brooklyn, and the remaining one-quarter time to WVFW, Brooklyn. Deletion of the other two quarter-time stations was ordered, together with denial of several other applications for the facilities. The cases have been heard by the FCC en banc after they had been decided on two other occasions only to be reheard and reconsidered.

Net Programs Prepared

TWO NEW network programs, one to feature Walt Disney's Mickey Mouse and the other Mary Pickford, are being prepared for sponsorship by Ruthrauff & Ryan Inc. Myron Kirk, the agency's New York radio director, was in Hollywood for two weeks in August conferring with Edmund (Tiny) Ruffner, West Coast manager, on the shows which will emanate from that city. Lever Bros., for an unnamed product, will sponsor the Mickey Mouse series on CBS starting Oct. 5, and has reserved the Tuesday, 8:30 p. m. period which comes directly before the Al Jolson half-hour program sponsored by the same firm. Lever Bros. is now committed to 4½ hours weekly on CBS exclusively. Mary Pickford will be sponsored by an unnamed cosmetic company of which she is said to be a stockholder. What network will be utilized and title of the program was not learned but show is also scheduled for early October.

Developing Broadcasters of Future

(Continued from page 28)

commend the commercial stations I have had experience with for their cooperation in the teaching of broadcasters. A popular introductory course in broadcasting may be given which will appeal to all radio listeners and users. If the class is located in a city where there is a radio station, members of the staff of the station may grant weekly interviews concerning their work in the station. The technical staff will explain the operation of the microphones, control board, and electrical-transcription pickup, and will take the class to visit the transmitter.

Contractual Relations

The general manager will discuss contractual relations with the network and with ASCAP, costs of operation, the NAB, and FCC. The program director, announcers, sports announcer and news commentator will explain and demonstrate their methods and duties. The dramatic director, with his cast will demonstrate a rehearsal of a play, later to be heard over the station's facilities. Using the public-address equipment, the musical director will illustrate balance and distortion causes by different placing of musical instruments before the microphone.

Continuity writers will discuss their problems. The sales department representative will tell of the station's rates, explain how campaigns are planned for the sale of radio time, show by charts the station's coverage, and explain tie-in and merchandising campaigns. Through these interviews and demonstrations the class will gain a general view of the work done in the station and studios by the broadcaster. A number of advertising agencies which figure in radio advertising, a commercial motion picture producer, and the telephone company also assist in the instruction of classes. This service is not only valuable to the student but has publicity value for the stations and organizations.

A general cultural course is of advantage to the student who looks forward to a career in broadcasting. English courses in composition or rhetoric are essential both for the preparation of continuity and for grammatical speech. A knowledge of English literature is helpful to the interpretative reader and book reviewer. An insight into civics or political science will be a worthwhile foundation for the commentator or interviewer. Probably one of the first questions asked by the station manager of an applicant is whether or not he has had any dramatic training. Announcers for the networks are required to have some knowledge of foreign languages.

Courses in music appreciation, the history of music, and creative listening will prepare the announcer for the introduction of and comment upon operas and classical selections. Many schools of journalism are recognizing the entrance of radio into the field of dissemination and current news, and journalistic training is of great value to the broadcaster. Courses in business management and economics will help the announcer into executive positions with the station. The life blood of the broadcasting station is its commercial accounts, and over one half of the station staff is in the sales department; consequently courses in advertising and the psychology of advertising are among those recommended.

Piel Places Spots

PIEL BROS., Brooklyn (beer), is using one-minute live announcements on WBT, Charlotte, four days a week; WALA, Mobile, three days a week; WSFA, Montgomery, three days a week; WMBG, Richmond, Va., three days a week; WSGN, Birmingham, three days a week. WAGF, Dothan, Ala., is carrying a 15-minute news show six days a week. KNX, Los Angeles, has also carried a 15-minute news show, three days a week, but new plans are being formulated for this outlet. The agency is Kenyon & Eckhardt Inc., New York. Robert Degen is account executive.

18 Hours a Day — 5,000 Watts, Day & Night

LA PRESSE'S

CKAC

MONTREAL

Canada's Busiest Station

Representatives: Joseph H. McGillvra

Palmolive Bldg. CHICAGO — 366 Madison Ave. NEW YORK — Metropolitan Bldg. TORONTO

WSPD

OFFERS THESE PROVEN AUDIENCE SHOWS—FOR SPONSORSHIP

★ Brush Creek Folks

A Rural Comedy team—
3 years on station—
a guaranteed audience—
5 days weekly, 4:45
to 5:00 P. M.

★ The Smile Club

A children's show of unusual merit, featuring 20 professional kiddies is a Saturday morning Variety show—full hour duration, 9:15 to 10:15 A. M. A five-year established WSPD Feature.

★ RETA RAY
Sunshine Girl

This Southern Gal has everything—a personality blues singer, plays own accompaniment — five quarter hours weekly, 4:30 P. M.—over a year on this station.

For Further Information
Write or Wire

WSPD

TOLEDO, OHIO

An N. B. C. Basic Blue Outlet

Another Poetic Drama

CONTINUING the cycle of dramatics which has characterized this summer's features on the networks, NBC announces that Maxwell Anderson, Pulitzer Prize playwright, has written an original poetical drama for presentation over NBC-Blue on Monday, Sept. 20, 9:30-10 p. m. (EDST). It is titled *The Feast of Ortolans* and is his first radio play. CBS recently presented a poetic drama, also written exclusively for radio and later published in book form, by Archibald MacLeash, Pulitzer poet, titled *The Fall of the City*, which was highly acclaimed.

A NATIONAL memorial to that late Guglielmo Marconi as one "who should be remembered by all mankind" was proposed in a resolution introduced in Congress Aug. 17 by Rep. Dickstein (D-N. Y.).

IN
Atlanta
USE
WGST
CBS 5000 watts day
1000 watts nite
Repts. 890 kc.
E. KATZ SPECIAL ADVERTISING AGENCY

Studio Notes

WJBY, Gadsden, Ala., will move into its combined studio and transmitter building about Sept. 10. Structure is modern in design. New equipment including vertical radiator, has been added and the day power of the station has been boosted to 250 watts.

KOY, Phoenix, Ariz., has inaugurated Transradio leased wire service, having previously received Transradio service direct by wireless. Special correspondents have been mobilized throughout Arizona. News manager of the station is Gerald Gordon.

KGER, Long Beach, Cal., recently began receipt of the full leased teletype service of Transradio Press. The station is on the air with five- minute spots hourly and with 15-minute news roundups and late flashes at appropriate intervals during the day. Clete Roberts, former Seattle newscaster, is news editor.

RADIO FEATURES SERVICE Inc., Hollywood radio publicity service, has moved to larger quarters in the Taft Bldg., doubling its space. Irving Parker is vice-president and general manager.

WOL, Washington, will enlarge its educational program this fall by opening a children's school in radio technique. Training will be given for 13 weeks in microphone technique in the belief that many youngsters possess talent but merely lack proper training. Staff members and invited instructors will participate. Practical elements of broadcasting will be included in the course, which opens in September.

PEOPLE'S MEDICAL LEAGUE, a nonprofit organization to provide medical and dental care for people of low income, began a series of programs on WBIL, New York, recently featuring talks by prominent physicians.

HELP!—Paul Hodges, announcer of WMPS, Memphis, was marooned atop the 22-story Columbian Mutual tower when a practical joker pulled down the 22-foot ladder that provided egress to the world below. Using shortwave equipment he had taken up for test purposes, he broadcast to the studio for help, breaking into a sustainer. Police responded but figured it was a gag and refused to aid. Hodges finally came down hand-over-hand on the flagpole rope.

WMBD, Peoria, Ill., established "trailer" studios at the annual Illinois State Fair at Springfield, Ill., Aug. 14-22, to maintain a daily schedule of special broadcasts direct from the fairgrounds. Emil Bill, WMBD farm news reporter, handled broadcasts from stock and agricultural exhibits while Howard Dorsey, announcer, conducted daily interviews with fair visitors. WHO, Des Moines, announcer, conducted daily interviews with fair visitors. WHO, Des Moines, redecorted its Crystal Studio in the Varied Industires building in preparation for the 1937 Iowa State Fair which opened Aug. 27.

KGGC, San Francisco, has announced that effective immediately station employes no longer will be required to be combination men. No longer will technicians have to double in brass as announcers, and vice versa. Announcers will stick exclusively to their profession and the technical men will be expected to do nothing more than operate the transmitter, control booth apparatus and monitor programs.

THE Holden Expedition under the direction of Dr. Wm. Hall Holden, staff surgeon of the American museum of National History, is planning a series of broadcasts on NBC-Blue network from the Amazonian jungle where the expedition has gone to collect animals for the museum and study the folkways of the Indians.

A RELIGIOUS program appealing to all classes is *Mac 'n' Henry*, now on KFRO, Longview, Tex. Mac 'n' Henry are two ficitional negro characters and the program is back with singing of a choir. It had been presented previously in New Orleans and Shreveport.

THE ALLIS-CHALMERS Mfg. Co., Milwaukee, (farm implements), sponsored a daily broadcast at the Missouri State Fair in Sedalia, Aug. 22-28, over KFEQ, St. Joseph. The program was a combination of musical entertainment by a hillbilly band and also questions and answers, interviews being conducted by Earl Williams, farm program director of KFEQ.

A NEW after-midnight program has been started at CKLW, Windsor-Detroit, called *Dawn Patrol* and broadcast 1-4 a. m. daily, with Larry Gentile as master of ceremonies. Three sponsors were obtained for this program before its inception Aug. 28.

WEVD, New York, will move its studios to the building at 117 W. 46th St., recently purchased by the *Jewish Daily Forward*, major backers of the station, when alterations have been completed, probably about the first of the year. Station's lease on its present quarters at 160 W. 44th St. runs until Feb. 1, 1938.

WINS, New York, is broadcasting a Monday series of non-political talks by members of the Fusion Party's speakers bureau designed to acquaint voters with the workings of the various city departments prior to the coming elections.

AN organization to provide financial assistance to meritorious inventions introduced on *Your Invention* program on WMCA, New York, has been formed by Sam Hammer, director of the program. Known as The Inventors' Institute, and comprising a board of industrialists and engineers, the organization has capitalized on two inventions recently presented on the series, a light magnifier and a novelty toy.

DETAILS of dealer spot broadcasting and cooperative programming were the subject of a monograph issued by Service Programs Inc., New York. The study will analyze the problems involved in planning, writing and arranging for dealer transcription and script programs designed to tie in with network broadcasts or to sell on their own. Miss Gladys Miller of the New York U. school of retailing will prepare the monograph and it will be distributed to sponsors, station executives and advertising agencies.

THIRTY-FIVE San Francisco Bay district radio station managers and executives will be the guests of the California State Fair at Sacramento on "Radio Day," Sept. 6. The party will be headed by Don E. Gilman, NBC vice-president and chairman of Radio Day, and Lloyd E. Yoder, assistant chairman.

WBNX, New York, has revised its weekday schedule slightly. Station now broadcasts from 9 a. m. to 6 p. m. and from 7:30 p. m. to midnight. Formerly the intermission was from 5:30 to 7 p. m. There is no change in the Sunday schedule.

KYA, San Francisco, is broadcasting three announcements every night urging dialers to softpedal their sets after 10 p. m.

ADVENTURE, exploration, mystery and romance are the features of a new Saturday series on NBC-Red network called *Vagabond Adventures* with Tom Terriss, globe trotter, as narrator.

STUDENTS and faculty of three local colleges—Virginia Intermont, Sullins and King College—will participate in a series of broadcasts on WOPI, Bristol, Tenn.

MR. SPACE BUYER
- - - and other Big-Wigs
Is It True What They Say About Networks?

We know *it's true what they say about Dixie*, and it must be *true what they say about Networks!*

In the last issue of *Broadcasting* I cluttered up a quarter-page ad with my picture. No vanity, of course,—just wanted to let you know that, after *21 months* of being *off* a network (CBS), I'm still alive and well. Fact is, we've been ridin' high, wide and handsome down here at WDSU, and setting new records for *local* business.

Since we couldn't throw the switch and air a network program, during this 21-month period, we just buckled up the old belt a couple of notches and bore down heavier than ever on *local* features, news, sports, and everything the yokels on *any* Main Street just must have.

Looks like we kicked smack over the traces and almost ran away from ourselves.

Down South, they say you can't fool an old Horse Fly . . . neither can you fool New Orleans merchants. Canal Street knows it's radio. WDSU phones rang, wanting rates, contracts were signed, more local business on WDSU than any other local, surveys were the cause of it,—surveys that showed WDSU to be *tops*.

So this time I'm taking another quarter-page to tell you that I took the fifty thousand and put it in to make WDSU better. New equipment —the first high fidelity wide range quality in the old town, renovated studios, bigger staff, etc.

And did it go over big? Well, we had to stop selling spot ads one month before we went on NBC. Just thought one spot on an average of every six minutes all day was *too much*.

Now, we are back on the Network—the Big Fellow (NBC), and coupled with our *local leadership* and *finest features*, our advertising friends in New Orleans are asking us: "What are you going to do with all the *extra* business that *network prestige* inevitably brings to a *local* station?"

Honestly, we don't know what we'll do. Have to order bigger trousers, I guess. But I'll guarantee you one thing, sure:

WDSU will always lead locally, and coupled with *NBC's leadership* and quality programs, *we're sure 'nuf goin' places.*

Will be glad to hear from you anytime. Au revoir.

JOE UHALT,
President, WDSU, Inc.

National Representatives: John Blair & Company
New York Detroit Chicago San Francisco

"*A Blind Spot*" for All Outside Stations—
IF you want to Cover Rich Central Pennsylvania
You *MUST* Use
WFBG
Altoona • Pa.

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES • SEATTLE • SAN FRANCISCO

WGN, *Chicago Tribune* station, will start broadcasting news for the first time in the daytime on Sept. 8. Heretofore the station's only news broadcast, called *Tomorrow Morning's Tribune*, has been broadcast nightly 8:45 p. m. Quin Ryan, manager of WGN, will broadcast the new daily quarter-hour news show which will be sponsored Mondays, Wednesdays and Fridays at 11:45 a. m., by the Bathasweet Corp., New York (cosmetics). H. M. Kiesewetter Adv. Agency, New York, handles the account.

WHEN KGW, Portland, Ore., dedicated its new antenna Aug. 14, ten former members of the staff of that station participated in a special salute from the NBC's San Francisco studios. The group included Harry Anderson, NBC Western division sales manager; Larry Allen, head of the San Francisco office of NBC artists Service; Archie Presby, Larry Keating and Hal Gibney, announcers; Helen Kleeb, actress; Jane Burns, receptionist; Van Fleming, producer; Glen Hurlburt, accordionist-conductor; and Mary Alice Moynihan of the auditing department. The group did a burlesque of *Homicide Squad*, a police drama formerly written by David Drummond, NBC producer, while at KGW.

KGGC, San Francisco, is seeking a new location for modern studios and offices in the downtown section. The station wants a new spot to house both its transmitter and its studios before beginning a 24-hour daily broadcasting schedule.

WATL, Atlanta, and WRBL, Columbus, Ga., have contracted for the leased wire news reports of International News Service. WATL will receive the complete day and night reports, while WRBL will receive the day service, starting Sept. 15.

EFFECTIVE Oct. 1, KECA, Los Angeles, will abolish the dual rate card, according to Harrison Holliway, KFI-KECA general manager. The local rate will be discontinued and the one rate card in force will carry national rates.

JOHN NESBITT, through special arrangement with his sponsor, Duart Sales Co., Ltd., San Francisco, to whom he is under exclusive contract, arranged to do four quarter-hour broadcasts over the Mutual network for World Peaceways. Nesbitt is scheduled to begin his *Passing Parade* on Mutual Sept. 12. The sustaining programs for World Peaceways were broadcast on Aug. 15, 22, 29 and the final one is scheduled for Sept. 5. The first broadcast was released from Hollywood and the remainder from the KFRC studios in San Francisco.

NEARLY 3,000 boys and girls, attending the state 4H-Club roundup on the campus of the Oklahoma A & M College at Stillwater, Okla., took part in a series of broadcasts during the past week over KVOO, Tulsa. The special events department of KVOO installed lines to the campus, a distance of 75 miles, and broadcast five half-hour programs during the four days of the roundup. Included on the broadcasts were interviews, descriptions of competitive demonstrations, and group singing by the 3,000 delegates.

TRANSRADIO Press has signed contracts with WIP, Philadelphia, and WCLO, Janesville, Wis. WCAU, Philadelphia, also is served by Transradio. WCLO is owned and operated by the *Janesville Gazette*.

WHEN KFNF, Shenandoah, Iowa, recently made plans to pick up the Waubonsie State Park Sunset Services, it found no power lines and only one country telephone circuit into the Park—ten miles away. It solved the problem with its ultra-high frequency station W9XPL and its own gasoline operated power supply. The broadcasts worked perfectly.

COOPERATING with the local weather bureau WGBF, Evansville, Ind., now has a five-minute noon broadcast giving local forecasts and detailed river stages.

CINCINNATI's — Youngest radio announcer, Lee Bland, is just 4½ years old. Little Lee was guest announcer on *Dow's Dawn Patrol* conducted daily except Sunday by his father, Al Bland, over WKRC at 7:30 a. m. He gave the station call letters with such distinction that numerous requests have been received for a return engagement.

McNinch: Liberal

(*Continued from page 10*)

early life became only a memory.

A political revolution took place in the South in 1928 and Frank McNinch was in the middle of it. A life-long Democrat, the Charlotte lawyer joined the forces of the then Senator Furnifold M. Simmons in seeking to prevent the nomination of Alfred E. Smith. Mr. McNinch was a personal and political dry and his convictions ran deep on this subject in 1928. After Smith was nominated and refused to accept the dry plank of the platform, Mr. McNinch became chairman of the anti-Smith forces in North Carolina and put that state in the Republican column for the first time since Civil War days.

Mr. McNinch expected no political favors from President Hoover. He met the President for the first time in 1929 when he went to the White House to endorse a North Carolina friend for a position he failed to get.

Into the Federal Scene

In July, 1930, President Hoover tendered Mr. McNinch a place on the Power Commission but it was declined. In December the Charlotte lawyer was again offered the place, and after Senator Simmons and other friends urged him to accept he decided to enter the official life of Washington.

The appointment of the anti-Smith Democrat to a Democratic vacancy on the Power Commission was like waving a red flag in the faces of regular Democrats in North Carolina. Josiah W. Bailey had defeated Senator Simmons on a party loyalty issue and before he took his seat he roared out of the old North State to fight Senate confirmation of his Charlotte enemy. McNinch, however, was confirmed with only 11 votes against him.

President Roosevelt, during his power fight as Governor of New York, became attracted to McNinch as a result of some of his liberal opinions on the issue. The two men, however, did not meet until after Mr. Roosevelt was elected President. Before he was sworn in, Mr. Roosevelt made a swing through the Tennessee Valley, and among those invited to accompany him was the Hoover appointee to the Power Commission.

Since then their official relationship and mutual personal esteem have increased month by month. Power had been a paramount issue in the 1932 campaign and one of Mr. Roosevelt's first acts as President was to request the resignation of Chairman George Otis Smith, of the Power Commission. Mr. McNinch was designated as his successor, and in 1934 was reappointed by the President for a five-year term.

Mr. McNinch is a modest, home-loving man, with clock-like habits. His hobby is growing flowers in his garden at his suburban residence. He arises early and when he arrives at his office around 8:30 has already done three hours work in his garden or his study, or both.

In 1905, Mr. McNinch married Mary Groome, of Greensboro. They had three children, Frank Ramsey, Mary Groome and Ariel. Before he became mayor, Mrs. McNinch died. A few years later he married Huldah Groome, the sister of his first wife, and they have two children, Huldah and Robert Groome.

Mr. McNinch is a member of the Presbyterian Church, a Mason and a Knight of Pythias, and belongs to the Junior Order of United American Mechanics.

PREFERRED in WICHITA and its TRADE TERRITORY
K-A-N-S
WICHITA, KANSAS

SELVIAIR
BROADCASTING SYSTEM, Inc.
CHICAGO'S LARGEST EXCLUSIVE
RADIO ADVERTISING AGENCY
KNOWS
That a good radio program will always attract a sizeable audience. That's why Selviair always presents the type of program that appeals to all listeners of
RADIO
Line up your future radio sales campaign with an agency that produces immediate results. And that's
SELVIAIR BROADCASTING SYSTEM, Inc.
Entire 34th Floor 75 E. Wacker Drive
CHICAGO, ILL.
Radio Advertising "Sell-Via-Air" Radio Productions

FCC Leadership to Start Clean-up

(*Continued from page 11*)

along with the two other members, Sykes and Case. Comdr. Craven presumably would succeed Mr. Stewart on the Telegraph Division as its chairman. But it is regarded as a foregone certainty that Mr. Craven will be identified with the Broadcast Division—if it is retained by that name—possibly through enlargement of its personnel to a five-man group. And it is just as logically anticipated that, should the division be enlarged, Col. Thad H. Brown, now a member of the Telephone Division, but formerly a Broadcast Division member, and a member of the old Radio Commission, would be assigned the fifth post. His broad knowledge of broadcast matters, plus his former experience as general counsel of the old Radio Commission, are construed as qualifications which would warrant such an appointment.

During the floor debate on the Craven appointment, Senator Wheeler reiterated statements about rumors of "rottenness and corruption" on the FCC. He said he felt that there would have to be an investigation unless something is done to cleanse the atmosphere. He recited Comdr. Craven's testimony to the Committee, in the course of which the nominee said he left a consulting practice that in its last year grossed $49,000 of which some $32,000 was net, to become FCC chief engineer.

Senator Wheeler also outlined the charges made by Kiernan about Mr. Craven's ownership of stock in certain stations, notably WPEN, Philadelphia, which he disposed of prior to becoming chief engineer. The contract of sale, it was developed, was handled by Horace L. Lohnes, Washington radio attorney. The Kiernan telegram charged that Mr. Lohnes held this stock and that he (Kiernan) had information to that end.

Wheeler Favors Craven

On the floor and in committee, Senator Wheeler charged that the FCC was being used as a "political football" and that unsavory reports that pressure has been exerted from "high places" in the Administration had gained currency. He declared he was satisfied that Comdr. Craven was a competent engineer and that he only delved into the matter of confirmation because he was skeptical of the FCC and its past and future. He added it was unfortunate that the Craven nomination came up so late in the session and failed to give the Committee the opportunity to make the study it desired.

Other members of the Committee, to a man, however, extolled Comdr. Craven in high terms after his Committee appearance. In the floor discussion, which was eclipsed by the impromptu address delivered by Senator White, regarded as the best-informed man in Congress on communications, a half-dozen members of the Committee took occasion to commend the President on Mr. Craven's appointment. Senator Truman (D-Mo.) asserted that he had entered the Committee deliberations with a "violent prejudice" against the naval officer because of reports he had received, but that after listening to his testimony he felt he was highly qualified for the post. Others who supported the appointment included Byrnes of South Carolina, Chavez of New Mexico, and the Democratic floor leader, Barkley of Kentucky.

During the confirmation colloquy, both Senators Wheeler and White emphasized they felt the appointments could not be regarded as sidetracking the proposed investigation, said to be opposed by the Administration. On the contrary, they held it strengthened the need of a probe, with Senator White declaring that he had in mind a broad fact-finding inquiry which would have as its object the modernizing of the existing law.

Comdr. Craven testified in committee in reply to Senator Wheeler that he had no definite views on newspaper ownership of stations. He asserted he regarded the whole issue of special allocations as an important one. Asserting he had "strong views" on policy matters, Comdr. Craven said he favored a diversity of licensees among broadcasting stations and in the various communities. He read a prepared statement covering his previous service and experience.

Special Supplement

THE editors of BROADCASTING acknowledge with gratitude the many letters and calls of commendation they have received for their special supplement to the Aug. 15 edition, mailed first-class on Aug. 17 to all subscribers, announcing President Roosevelt's appointments that day of Frank R. McNinch and Comdr. T. A. M. Craven to the FCC. The supplement was published to furnish complete background of the circumstances of the appointments and the men selected, in view of their special significance to the broadcasting industry at large at this time.

Three Mentioned For Craven's Post

WITH elevation of Comdr. T. A. M. Craven to a commissionership, appointment of his successor as chief engineer of the FCC is expected this month. The appointment will be made by the Commission itself and it is presumed that Comdr. Craven's recommendation will prevail.

Lieut. Jett

The present field of prospects, so far as known, is limited to the three assistant chief engineers. They are Lieut. E. K. Jett, retired naval officer, now in charge of Telegraph Division activities; Andrew D. Ring, in charge of broadcasting, and Andrew W. Cruse, who recently became assistant chief engineer for the Telephone Division.

Mr. Ring

Both Jett and Ring are veterans on the FCC and its predecessor, Radio Commission staff. Mr. Jett has been identified with communication aspects of engineering regulation practically since he was assigned to the old Radio Commission in 1929 while Mr. Ring, who joined the Radio Commission shortly after its creation in 1928, has devoted his entire attention to all phases of broadcasting. During the last several years he has also had supervision over visual and high-frequency broadcasting, including television.

Mr. Cruse

Mr. Cruse, likewise a former naval officer, was with the International Telephone & Telegraph Co. and for a time managed its broadcast station CMC, in Havana. He joined the Commission on Nov. 18 last year after having served as chief of the Electrical Division of the Department of Commission since 1933.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

ANNOUNCEMENT

Effective September 1, 1937

THE BRANHAM COMPANY

will assume the National Representation of our

CBS-affiliated, 10,000-watt

RADIO STATION

K W K H

Shreveport, Louisiana

in addition to their present representation of our

NBC-affiliated, 1,000-watt

RADIO STATION

K T B S

Shreveport, Louisiana

THE SHREVEPORT TIMES

SHREVEPORT, LOUISIANA

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

•

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

GET TEXAS MONEY!

Over Half Million Dollars a day Pouring from our East Texas Oil Field Alone!

KFRO

"Voice of Longview" - TEXAS

Highlights of Senate Debate on FCC and Radio . . . . . .

DESPITE the flurry in the Senate over the nomination of Comdr. T. A. M. Craven, to the FCC, he was the subject of glowing tributes paid by various Senators, Democratic and Republican alike, during the Aug. 21 confirmation debate. Most of the outburst in the Senate was against the FCC itself, labeled by Senator Wheeler "a political football," and assurances were given on the floor that the White Resolution for an investigation would receive favorable consideration in the next Congress.

The high esteem in which Mr. McNinch is held was manifested by the fact that not a word of objection to his appointment was raised. Senators freely asserted that they expected the McNinch-Craven combination to "clean up" the FCC situation, as urged by President Roosevelt himself. Some of the sentiments expressed in the Senate debate were as follows:

SENATOR WHITE (R-Maine)—I have had occasion to know this man [Comdr. Craven] and to know something about the esteem in which he is held by the radio industry of this country and by the radio experts of the world. I say to the Senate that he is an outstanding engineering authority in America today. I say to the Senate that he is recognized by the communications authorities of the world as one of the outstanding authorities in the world. Mr. President, engineering problems constitute a major part and most difficult part of the problems presented to the Radio Commission. No engineer is now a member of the Commission. In this instance the President of the United States has gone to the very highest sources of authority in radio matters. He has presented to the Senate of the United States, as I believe, an outstanding nominee, a man of unquestioned knowledge and ability in his chosen field, and, I believe, a man of unquestioned personal character. I personally have had as much to say in criticism of the Federal Communications Commission as has any other Member of this body. I think I know of many particulars in which that criticism is justified; but I personally was delighted when the President of the United States sent this nomination to the Senate, because I believe that throughout the length and breadth of this land we could not have found a man better qualified to serve the country and to meet the problems which are presented by this amazing industry.

SENATOR BORAH (R-Idaho)—I trust that the confirmation of Commander Craven will not dampen the ardor of the Senate to pass the resolution providing for an investigation of the Federal Communications Commission and then to make the investigation. Though the situation may be taken care of for the future, yet if there were some past transactions that were improper they ought to be revealed, and the persons who indulged in them ought to be punished.

SENATOR JOHNSON (D-Col.)—Mr. President, in connection with the report from the Interstate Commerce Commission Committee recommending the confirmation of the nomination of Mr. McNinch and Mr. Craven as members of the Federal Communications Commission, I agree with the President in his selection of them; I voted in the committee for their confirmation, and believe they should be confirmed by the Senate. I have long felt that some corrective measures are necessary in the workings of the Commission. For example, I have just learned from Colorado that a constituent of mine practicing before this Commission, a man of splendid reputation in Colorado, had accusations made against him by one member of the Commission. Instead of following the generally accepted practice of referring such charges to the recognized bar association and its grievance committee, the Federal Communications Commission has been spending months in fooling around with these charges, with a great deal of publicity. I understand that the chairman of the bar association wrote to the Commission and offered the services of the bar association, but the same member of the Commission who brought the accusation also refused to accept the bar association's offer. It seems to me that the confirmation of men of wide experience and courage would result in putting a stop to such practices. In my opinion the President has made a wise choice in these men, and their addition to the Commission will be very wholesome.

SENATOR WHEELER (D-Mont.) Mr. Craven is a graduate of the Naval Academy at Annapolis. While he was in the Navy he studied radio communication. I have been told by two or three members of the Senate that he is one of the outstanding experts and engineers in his line. He is not only recognized in the United States as such by people who understand the business but throughout the entire world.

SENATOR BYRNES (D-S.C.)—I have never spoken to Mr. Craven outside of the committee room, but he is the best-informed man of whom I know in the engineering division of the Commission, and we have come to accept his statements without question as to matters before the Commission. The impression made upon us is that he is not only an unusually efficient man, but that he is a patriotic public servant.

SENATOR CHAVEZ (D-N.M.)—If Senators want to keep politics out of the Radio Commission, if they want good technical advice, if they want the Radio Commission to function the way it should function, he might as well confirm Comdr. Craven now. He is the only one named to the Commission up to this particular time who understands radio. He is honest, a man of the highest integrity, a man who understands what it is all about. I believe it is the best appointment that could possibly be made. It will do something for radio.

SENATOR BURKE (D-Neb.)—In the light of what the Senator from Idaho has said, I will state my position. Although I feel that the confirmation of the nomination of Mr. Craven to the Commission might so straighten out the affairs of the Commission that no investigation would ever be necessary, for myself I shall be very glad to support the resolution now pending and have the investigation made.

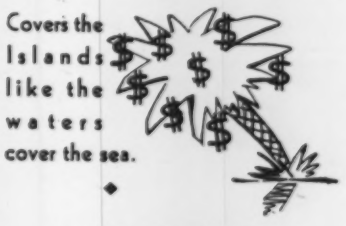
Orange Crush Spots

ORANGE CRUSH Co., Chicago (Orange Crush), started five-minute daily participation on the Polish program on WJBK, Detroit, Aug. 16, and participation on the weekly Friday night Arabic program Aug. 20 on the same station. In addition a daily five-minute sports program is being broadcast on WAVE, Louisville. J. Walter Thompson Co., Chicago, is the agency.

CHARLES J. CORRELL, The "Andy" of *Amos 'n' Andy*, has announced that his marriage to Miss Alyce McLaughlin, of Chicago and Hollywood, will take place Sept. 11, in Glendale, Cal.

Schering Test Series

SCHERING Corp., Bloomfield, N. J., will launch a test spot campaign for Saraka laxative on Sept. 7 in seven markets. Program, titled *Doctors Who Dared*, is a series of 15-minute dramatic programs based on the life of Dr. William E. Aughinbaugh, transcribed by RCA-Victor in New York. Programs will be broadcast twice weekly for 13 weeks on stations WHP, WMBD, WSBT, WIBX, KTBS, KFBK, WFEA. Campaign is handled by Marschalk & Pratt Inc., N. Y.



KHBC
HILO, HAWAII

KGMB
HONOLULU HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST.

WHAS FACTS FOR AGENCY BUYERS OF RADIO TIME

In the Proven Primary Listening Area your advertising dollars will produce greater volume sales at lower cost.
● Sales of 2,257 drug stores total more than $52,545,833 annually.
● 20,749 stores sell over $292,726,889 in foods yearly.

W H A S
Represented by Edward Petry & Co.
Owned and Operated by The COURIER-JOURNAL & LOUISVILLE TIMES

50,000 WATTS ● 820 KILOCYCLES

In Baltimore, it's WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

100 PERCENT SHADOWGRAPHED
ACTONE TRANSCRIPTION NEEDLES
TYPE
WORTHY of the splendid modern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.
Samples upon request
PLAYBACK NEEDLES
STEEL CUTTING NEEDLES
Manufactured by
W. H. Bagshaw Co.
Lowell, Mass.
Distributed by
H. W. Acton Co., Inc.
370 Seventh Ave., N. Y. City

Cornish's Radio Course

THE establishment of a division of radio, offering courses in broadcasting technique and writing for the radio, has been announced by the famous Cornish School of Seattle, headed by Miss Nellie C. Cornish. George Jennings, production director of WILL, University of Illinois station, who is now completing a course in training at NBC in New York, will head the new department, assuming his new duties Oct. 1. The Cornish School has equipped a new studio costing $15,000 with complete RCA speech input equipment. The studio is used also by KOMO-KJR, Seattle.

NBC-Blue on Sept. 1 will carry a 15-minute speech by Earl Browder, secretary of the Communist Party and its recent candidate for President, as a sustaining public service feature.

WEBC

Tells Your Story In

AMERICA'S SECOND PORT

DULUTH & SUPERIOR

●

And on the

IRON RANGE IT'S

WMFG

HIBBING

WHLB

VIRGINIA

MOBILE UNITS—KFVS, Cape Girardeau, Mo., has put a new mobile transmitter into service for remote broadcasts, A new program *Know Your City* is broadcast from the truck.

Havana Fund Voted

A $15,000 appropriation for the expense of the InterAmerican Radio Conference to be held in Havana beginning Nov. 1 was approved by both Houses of Congress just prior to adjournment. The conference, having treaty-making powers, will consider distribution of broadcast and high-frequency facilities among nations of North and South America and also technical requirements governing their use. President Roosevelt signed the bill Aug. 18.

Rulo Starts Campaign

RULO Corp., Los Angeles (automotive device), has appointed C. Ellsworth Wylie Co., Los Angeles agency, to service its national advertising and on Aug. 12 started for 13 weeks, using three weekly quarter-hour transcriptions on KSFO, San Francisco, and five weekly on KLX, Oakland, supplementing the latter with daily spot announcements. A Pacific Coast radio campaign is being planned for fall.

Uniform Antenna Marks Are Sought by the FCC In Revised Regulations

UNIFORMITY in antenna marking is sought by the FCC in an order issued Aug. 23 by the FCC, designed to reduce the hazard to air navigation. The rules are effective at once and licensees were ordered to comply with them at once. They follow:

(a) All antenna marking fixtures now equipped with lamps of 100 watts or less shall be equipped with 100 watt traffic signal lamps, Type A-21 clear, medium screw base. All lamps must be enclosed in aviation red prismatic obstructions light globes.

(b) All 200 watt code beacons shall be equipped with 200 watt general lighting service lamps, Type PS-30, clear, mogul prefocus base (where mogul prefocus base sockets are not now installed, these shall be installed).

(c) All 100 watt code beacons shall be equipped with 500 watt general lighting service lamps, Type PS-40, clear, mogul prefocus base (where mogul prefocus base sockets are not now installed, these shall be installed).

(d) All 500 watt rotating beacons shall be equipped with 500 watt aviation lighting service lamps, Type T-24 clear, mogul bi-post base.

(e) All 1000 watt rotating beacons shall be equipped with 1000 watt aviation lighting service lamps, Type T-20 clear, mogul bi-post base.

Attention is invited to the fact that these lamps which are particularly designed for the services specified, having considerably longer life than ordinary lamps of similar wattage, and in addition are much more efficient for these services. The use of the proper lamps as above stated, should materially increase the effectiveness and reduce the cost and inconvenience of maintenance.

(f) The tower paint shall be kept in good condition and repainted as often as necessary to maintain this condition. Towers now painted black and yellow shall when repainting is necessary, be painted in accordance with the present standards as follows:

"Each tower shall be painted throughout its height with alternate bands of international orange (orange yellow No. 5 of Color Card Supplement to the United States Army Quartermaster Corps Specifications No. 3-1) and white, terminating with international orange bands at both top and bottom. The width of the international orange bands shall be one-seventh the height of the structure (if towers are over 250 feet, bands should be from 30 to 40 feet). The white bands shall be one-half the width of the international orange bands."

Monitor Rule Extended

THE FCC Broadcast Division Aug. 18 further extended the working date of Rule 981 for six months from Sept. 15, 1937. This rule requires all relay, international, television, facsimile, high frequency and experimental broadcast stations to have a frequency monitor in operation by Sept. 15, 1936. This monitor does not have to be approved by the Commission but must have an accuracy of one-half the allowed tolerance of the class of station with which it is to be used. The unavailability of commercial monitors on the market has necessitated this third extension of the effective date of Rule 981.

WITH M. Jardillier no longer Minister of Communications of France, having relinquished that post with the last change of governments, France is considering the establishment of a new cabinet post of Minister of Radio. At present French radio falls under the jurisdiction of Ministry of Posts, Telegraphs & Telephones.

Equipment

RCA equipment has been ordered for the new KEUB, Price, Utah, 100 watts on 1420 kc., authorized by the FCC. Construction, however, has been held up pending a court appeal of interests opposing the station. Frank C. Carman, manager and chief engineer, reports that present plans call for starting the station about March 1, 1938, with Jack Lee Powers as commercial manager and David G. Smith as program director.

AN RCA 250-G 250-watt transmitter has been ordered for the new KPFA, Helena, Mont., which the FCC recently authorized the People's Forum of the Air to construct. The operators will be Barclay Craighead, Helena; E. B. Craney, Butte, and Sam C. Ford, Helena.

WSBT-WFAM, South Bend, Ind., plans installation of a new pre-set type control panel in the main control room and a new WE program amplifier has been ordered. Technical staff is also conducting tests with the new mobile unit, WATD, and relay pack transmitter.

KSO-KRNT, Des Moines, are installing new equipment which includes a Fairchild Proctor recorder, speech input and amplifiers. New offices have also been built in connection with the recording unit.

KFBK, Sacramento, operated by McClatchy Broadcasting Co. Inc., has purchased an RCA 10-C-B modulator unit to increase its power from 5,000 to 10,000 watts, pursuant to the recent FCC Broadcast Division grant.

WCNW, Brooklyn, plans to have its 180-foot shunt-fed Lehigh radiator in operation by Oct. 1, and is negotiating to purchase a new Western Electric 310-B transmitter.

KASA, Elk City, Okla., has undergone complete modernization. Studios have been remodeled, offices have been enlarged, and the reception room has been rearranged.

MODERNIZING and re-wiring of the control room of WBZ, Boston, under direction of Plant Manager Dwight A. Myer and Chief Supervisor Robert G. Duffield, is nearing completion. John O. Felmley, who handled the wiring assignment, has returned to Chicopee Falls to work on new equipment for KYW.

ASTATIC Microphone Laboratory Inc., Youngstown, announces a communications type microphone incorporating a "grip-to-talk" switch, so designed that a light grip on the standard will cut the microphone in and when the grip is released the unit is cut out, eliminating possibility of the microphone being on when not in use.

WJBO Has Lehigh Tower

THE new radiator of WJBO, Baton Rouge, La., was constructed by Lehigh Structural Steel Co., New York. The description of WJBO's new tower in the Aug. 15 issue was incorrect. BROADCASTING regrets the error.

APPLICATION to move the 100-watt daytime WKEU, Griffin, Ga., into Macon, was filed with the FCC Aug. 17. At the same time the station sought authority to shift from 1500 to 1310 kc. and to operate full time with 100 watts night and 250 day.

This Man—
directs the buying!
in 520,500 homes*

Bumper crops, coupled with the highest prices in years, have put these homes into the class of LUXURY BUYERS . . . . a market that you can reach as a UNIT by using KMA.

Twelve years of friendly, helpful service have built a loyal, responsive audience that no advertiser can afford to overlook . . . 520,500 farm and small town radio homes with implicit confidence in the recommendations of Earl May and KMA.

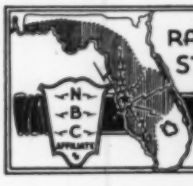
Let us show you fact, figures, results . . . what KMA is doing for other advertisers . . . what KMA can do for YOU!

*In Iowa, Nebraska, Kansas and Missouri.

The Earl May Station KMA Shenandoah, Iowa

Represented by

Wilson-Robertson—New York, Chicago, Kansas City



RADIO STATION WFLA

STUDIOS TAMPA • • CLEARWATER •

SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY

620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

KHJ Makes Staff Shifts Anticipating Busy Fall

ANTICIPATING a heavy fall schedule of coast-wide as well as transcontinental sponsored programs, the Don Lee Broadcasting System, Pacific Coast outlet of Mutual, has reorganized and made several personnel changes at KHJ, Los Angeles.

Walter Johnson, formerly writer-producer of Lord & Thomas, Los Angeles, and more recently on the staff of Young & Rubicam Inc., Hollywood, has been appointed the network's continuity editor, succeeding James Bloodworth who resigned in August to join William Esty & Co. Inc. in its production department. Ted Bliss, writer-producer, has been promoted to the post of program operations director of the entire network, succeeding Charles Bulotti, with the Don Lee organization for approximately five years.

James Burton has been elevated from staff to chief announcer, succeeding John Conte. Arthur Q. Bryan, formerly on the writing staff of NBC and CBS, New York, and WCAU, Philadelphia, has joined KHJ and has been assigned to the Mutual-Don Lee transcontinental *Ecstasy*, and coastwide *Wedding Bells* programs. Floyd Mack and Frankling Bingman are new announcers. Mack was formerly announcer, writer and producer at WLW, Cincinnati. Bingman is also from WLW. Paul Dudley has left the Don Lee organization, where he was writer and assistant to Bulotti.

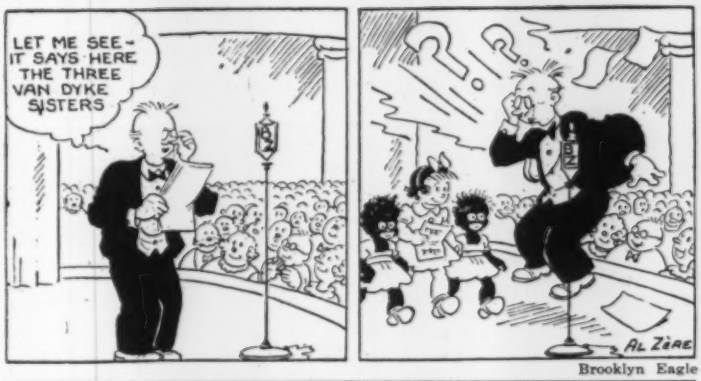
WCCO Plans New Home

WCCO, Minneapolis, has leased all of the second floor and part of the third of the Elks Club Bldg., 2nd Ave. and 7th St., and within the next few months will move its studios and offices to that location, according to an announcement Aug. 27 by E. H. Gammons, manager. In this location, WCCO and its parent company, CBS, will build six new studios of latest design, and install all new speech input and electrical equipment at a cost of more than $100,000. Fred Semmens, CBS designing architect, drew the plans and was in Minneapolis the week of Aug. 23, making final checks and measurements. Hugh McCartney, chief engineer, is handling construction work.

WHEN WHN, New York, recently announced that Robert Taylor, movie idol, would appear in its studios, the crowd of women was so great that in order to escape them the interview had to be broadcast from Mr. Taylor's hotel suite. Last year at a WHN broadcast Mr. Taylor lost his coat and shirt when anxious women grabbed at him.

J. T. GRIFFIN, president of a large wholesale grocery concern in Muskogee, Okla., and chief owner of KTUL, Tulsa, has applied to the FCC for a new 1,000-watt daytime station on 880 kc. in Fort Smith, Ark.

WTCN
ST. PAUL AND MINNEAPOLIS
FREE & PETERS, Inc.
National Representatives



Brooklyn Eagle

'Helen's Home' Sponsor

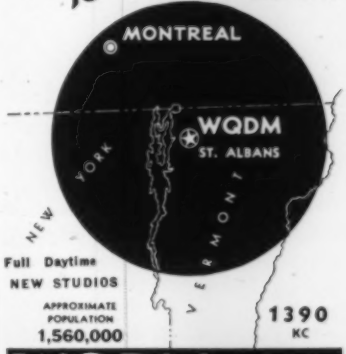
HAVING gone into 500 sustaining episodes over WPAB, Fort Worth, *Helen's Home*, serial depicting life in a college community, on Oct. 4 goes on the Texas Quality for Lehn & Fink Co., New York (Hind's Honey and Almond Cream). Contract placed through William Esty & Co., New York, calls for 250 broadcasts over WBAP hooked up with KPRC, Houston. The script is written by Della West Decker, of Fort Worth, who is also author of *Your Home Town*, released currently over 14 stations by J. Walter Thompson Co., Chicago. The cast remains intact, with Dorothy Campere, WBAP dramatic director, playing the title role.

Schlitz's Big Campaigns

SCHLITZ BREWING Co., Milwaukee, used 100-word announcements six days a week featuring jingles concerning Schlitz beer on 10 North Carolina stations during August. Stations were WWNC, WBT, WDNC, WBIG, WMFR, WFTC, WPTF, WEED, WMFD, WSJS. The brewing firm is planning sport programs this fall on an extensive list in addition to the transcribed program, *Schlitz Palm Gardens of the Air*, currently on 20 stations. Sports programs will be carried for five minutes six times weekly and 15 minutes thrice weekly. McJunkin Adv. Co., Chicago, is agency.

F. & M. SCHAEFER BREWING Co., Brooklyn, will return to the air Sept. 9 with a variety show on WEAF, New York. The Schaefer agency is BBDO, New York.

The Best SPOT!



Full Daytime
NEW STUDIOS
APPROXIMATE POPULATION
1,560,000
1390 KC

WQDM 1000 WATTS
ST. ALBANS VERMONT

'Lone Ranger' Records

THE *Lone Ranger*, western drama of Gordon Baking Co., Detroit, through Sehl Adv. Agency, Chicago, which has renewed its MBS contract for 52 weeks, recently reached its 700th broadcast. First broadcast was heard in January, 1933, on WXYZ, Detroit, where it has continued to be produced since. During that time, Fran Striker, the author, has written more than 3,000,000 words, or the equivalent of 30 novels of 100,000 words each. The drama has filled 350 hours of air time. Two records claimed for the program are top mail response for a serial program, and the fact that no listener has ever seen a picture of the hero unmasked.

FREDERICK STRAUSS, a director of RCA and NBC, and senior partner in the banking firm of J. & W. Seligman Co., died Aug. 11 at the age of 72.

Virginians Organize

FORMATION of the Virginia Association of Broadcasters was effected in Richmond Aug. 20, with C. T. Lucy, general manager of WRVA, Richmond, and advertising manager of Larus & Bros. Co. (Edgeworth tobacco), elected president. Other officers are Edward A. Allen, WLVA, Lynchburg, vice-president, and Earl Sowers, WRNL, Richmond (formerly WHPR), secretary-treasurer. The group heard an address by James W. Baldwin, managing director of the NAB, who also is owner of WGH, Newport News, Va. Ovelton Maxey, resident manager of WRTD, was the host to the meeting which was held in the new studios of that station.

★
WATL
offers you
the greatest
buying audience
in
ATLANTA
at
LESS COST
You pay less to get the
BEST Results!

WHO CLIPPED THIS?

YOU CAN'T BE GUILTY
IF YOU RECEIVE
YOUR OWN COPY OF

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BLDG. ● WASHINGTON, D. C.

KEEP

Your Copies of

BROADCASTING

in This Handsome

BINDER

Don't lose or misplace your copies of BROADCASTING — Lock each copy, as it comes to you, in this sturdy gold embossed leatherette binder for future reference.

FEATURES

- Neat
- Light Weight
- Durable
- Flat Opening
- Snap In
- Snap Out
- Copies Not Mutilated

The binder shown above holds 24 issues (one year's copies). It is your reference library to the business of broadcasting.

$2.50 POSTPAID

Your name in gold, 25c extra

BROADCASTING
Broadcast Advertising

National Press Bldg.
WASHINGTON, D. C.

Drawn for BROADCASTING by Sid Hix

"It's That Hillbilly With the Musical Saw . . . He Insists on Getting an Audition."

Retail Creditors Hear Proposed Disc Series

PLANS for a nationwide spot campaign to increase the amount of credit buying which greatly decreased during the depression were formulated Aug. 24 during the convention of the Credit Retailers Association of America in New York. A. Ralph Steinberg, president of Radio Film Methods Corp., New York transcription and program firm, presented two transcribed programs for the convention's consideration.

The first was a series featuring Teddy Bergman, comedian, in five-minute transcriptions two of which the Association plans to release weekly to members for broadcasting locally. The second series is a service program titled *Budget Facts* consisting of household facts and trends designed to aid housewives in credit buying. In conjunction with the second series a device called the "Budget Saver" will be given housewives by local retailers. The programs will be released locally and a number of CRA members have signed for the two series.

Silvers Back on *Lux*

LOU SILVERS, one of Hollywood's leading musicians, returns Sept. 13 as musical director of the *Lux Radio Theatre*, which comes back to the air Sept. 13. Silvers, musical director of Twentieth Century-Fox, and his 20-piece orchestra will provide the "musical backdrop" for the full-hour dramatic broadcast over CBS Mondays, 9 p. m., EDST. He became musical director of the show when it moved to Hollywood on June 1, 1936.

F & F Using Net, Spots

F & F LABORATORIES, Chicago (F & F Cough Lozenges) will start a program, *Jenny Peabody*, on Oct. 11, over 45 CBS stations. Series will run 20 weeks, and be broadcast at 2:30 p. m. (CST) Mondays, Wednesdays and Fridays, keyed from WBBM, Chicago. In addition quarter-hour spot programs, as yet undecided, will be broadcast at the same time as the network show over KFYR, Bismarck, and WHO, Des Moines. Blackett-Sample-Hummert Inc., Chicago, is agency.

Big Pinex Campaign

PINEX Co., Fort Wayne, Ind. (Pinex) whose complete advertising is now being handled by the reorganized Russel M. Seeds agency, will start 50 to 125-word announcements on 67 stations in the United States and Canada Oct. 4. Announcements will be broadcast one to four times daily. Following is the complete list of stations:

WLS WGN KFBI KGNC WGST WFBR KGHL KFYR WBZ-WBZA WBEN KGIR WMT WLW KMMJ KRLD WFAA KOA KLZ WHO WJR WEBC WDAY KFBB KPRC WREN WKBH KLRA WMAZ WTMJ WCCO KSTP WWL WOR WHN KFAB WLAC WNOX KDKA KGW KTSA WTOC WGY KSL KIRO KMA KWKH KSCJ KFPY KFEQ KMOX WJSV WWVA KFH WNAX CFRN CFNC CKAC CHRC CJRM CHSJ CFQC CFRB CJOR CJRC.

AFRA Eyes Chicago

A CHICAGO drive for members for the newly-formed American Federation of Radio Artists is planned within two weeks, according to Frank Dare, head of the Chicago office of Actor's Equity. Mr. Dare said between a third and a half of the radio actors in Chicago are members of Actor's Equity and will transfer to the AFRA, Equity's AFL sister unit.

Gumpert on WOR-WCAU

S. GUMPERT Co., Inc., Brooklyn, has taken time on WOR, New York and WCAU, Philadelphia, for its gelatine, thru Gardner Adv. Co., New York, and will sponsor Harry Balkan, character analyst, for 13 weeks starting Sept. 13. Program titled *The Success Doctor* will be heard on WOR, Mondays, Wednesdays and Fridays, and WCAU, Tuesdays and Thursdays.

WJBY

GADSDEN, ALA.

. . . intensified coverage of Alabama's SECOND industrial area . . .

COMPLETE
Merchandising Service

Gulf Refining Promotes Southwest Expositions

IN AN EFFORT to promote greater interest in the Frontier Fiesta at Fort Worth and the Greater Texas and Pan-American Exposition at Dallas, Gulf Oil Corp., Houston, on Aug. 30 started a series of 13 quarter-hour broadcasts over the Texas Quality Network, featuring Ken Millican, Houston commentator and humorist. Running daily except Sunday, the series will be broadcast from WOAI, San Antonio, 5-5:15 p. m., with a repeat show over WFAA, WBAP and KPRC, 5:45-6 p. m.

Titled *Gulf Presents Ken Millican*, the first broadcast originated in Houston, with the second, third and fourth due from San Antonio, Dallas and Fort Worth, respectively. Remaining periods will alternate between Dallas and Fort Worth for their origin. Intent on advertising its products even more effectively throughout the Southwest, Gulf Oil has taken on this series of broadcasts to draw attention to its elaborate broadcasting facilities at both expositions.

Bird Food on MBS

AMERICAN BIRD PRODUCTS, Inc., Chicago (bird food), will start *Canary Chorus* on Oct. 10 over four Mutual stations. The program will originate at WGN, Chicago and will be broadcast at 10:45 to 11 a. m. (CST) also over KFEL, WJAY and WHKC. Weston-Barnet Co., Chicago, is the agency.

Barbasol Returning

WASEY PRODUCTS Inc., New York, for Barbasol shave cream, will sponsor a half-hour program on MBS and the Don Lee network, Fridays at 8-8:15 p. m., starting Oct. 29. The show, not yet prepared, will probably be a musical. Agency is Erwin, Wasey & Co. Inc., New York.

Canada Dry Starts

CANADA DRY GINGER ALE Inc., New York, will start Oct. 4 a spot campaign on WOR, Newark, and other stations not yet decided, using Transradio Press reports on Monday, Wednesday and Friday at 6:30-6:45 p. m. (EDST). J. M. Mathes Inc., New York, is agency.

ALTHOUGH station men, advertisers and agency men have already made inquiries regarding commitments on baseball broadcasts for 1938, L. C. McEvoy, radio director of the American League, told BROADCASTING Aug. 27 there would probably be no agreements made until the two major leagues meet in Chicago Dec. 6.

KFI-KECA, Los Angeles, technical and announcing staff, on Sept. 1, were granted a salary increase retroactive from the date of original employment, according to Harrison Holliway, general manager.

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

Contest on 200 Stations To Be Started by Philco

PHILCO RADIO & TELEVISION Corp., Philadelphia, will begin a $50,000 cash radio mystery contest during the week of Sept. 6, using transcriptions on 200 stations. First announcement of the plan had been made at Philco sales conventions in June, calling for 100 stations, but distributor and dealer enthusiasm forced Philco to expand the program, according to C. E. Carpenter, manager of the radio tube division, which is sponsoring the contest.

The chief objective of the contest is to create store traffic. Contestants must apply to Philco radio tube dealers for entry blanks and contest books. Each mystery book contains diagrams and synopses of four mysteries; this means that during the 16 weeks of the contest contestants will have to apply to their dealers four times. A total of 2,016 cash prizes will be awarded weekly winners, with 51 grand prizes, also cash, at the conclusion of the series. The first grand prize will be $5,000. Geare-Marston Inc., Philadelphia, is the agency and has prepared all material and advertising for the contest.

New Transradio Office Opened; Discs Planned

IN LINE with its announced plans to enter new radio fields, Transradio Press will open an office in the RCA Bldg., Rockefeller Center, New York, on or about Sept. 15 as a center for its dramatized news service. Following the program method used in *March of Time*, the new service will consist of dramatized on-the-scene recordings, a radio equivalent of the news reel.

W. G. Quisenberry, Transradio vice-president, who returned from a recent European trip with recordings of prominent political and religious persons, such as Mussolini, Hitler and Pope Pius, is arranging for a complete foreign library of newsworthy personalities. The new service is not yet for sale and no rates have been announced.

Florida Citrus on CBS

FLORIDA CITRUS COMMISSION on Oct. 12 will start Emily Post on a CBS network Tuesdays and Thursdays, 10:30-10:45 a. m., placed through Ruthrauff & Ryan Inc., New York. The agency also has reserved the 8-8:30 p. m. period preceding the Al Jolson program on CBS, for the Citrus Commission.

IODENT CHEMICAL Co., Detroit (toothpaste) which placed its business with Vanderbie & Rubens, Chicago, has made no definite advertising plans, but it is understood that radio will be one of the mediums used.

COCA COLA BOTTLING Co., Memphis, will sponsor college and high school football games in that region on WHBQ, Memphis, with Bob Alburty announcing.

SOVIET RADIO—New stamps to be issued by U. S. S. R. will illustrate radio aspects of that government. In center is a 3 kopeck stamp showing the Soviet Radio Palace, now under construction. At left on a 20 kopeck stamp is the Central Theatre, from which plays are broadcast, and at right is a 5 kopeck stamp showing the new telegraph offices from which transmissions designed to reach foreign nations are broadcast.

CAPT. DOBBSIE TELLS THE TIME

West Coast Participator Has Waiting List for Its Early Morning "Alarm" Audience

AMONG the popular early-morning programs in San Francisco is the seven-year-old *KJBS Alarm KLOK KLUB*, on the air with transcriptions and frequent weather and time announcements between 7-8 a. m. More than 20 Bay Area concerns regularly use the program for short announcements and there is a standing list of sponsors waiting for spots.

One of the basic reasons for the program's popularity is the frequent announcing of the correct time, accompanied by the ringing of an alarm clock. This occurs after each recording, or approximately every three minutes. At 7:30, 7:45 and 8 a. m. the U. S. weather forecast is given, including temperature, rainfall, barometric pressure, wind, sky, weather forecast, etc. Tempo of the show is brisk and informal, with commercials being given in a chatty style. Much of the success of the broadcast must be credited to Hugh Barrett Dobbs, known nationally as *Capt. Dobbsie*, who identifies himself on the program simply as H. B. D. During its history on the local air-waves, the *Alarm Klok Klub* has had other well-known conductors, including Frank Cope, now production manager for NBC in San Francisco, and "Al, the Dunker," nationally-known radio personality.

A partial list of advertisers now using the *Alarm Klok Klub* includes: Earle C. Anthony, Inc. (autos), DeSota Sedan Service (taxis), Del Monte Creamery, Firestone Tire Company, Morris Plan Co. of S. F., Progressive Optical Co., Paramount Theater, Stempels Do-Nuts, Selix Clothing Co., S. A. Scherer (loans), Benophene (mouthwash), Samuels Jewelry Co., Provident Budget Plan, Ghirardelli's Chocolate, Seven-Up (beverage), Stanley's (clothing), Tire Service Co. Among those waiting for time is Heald's Business College.

PROCTER & GAMBLE Co., Cincinnati (Dreft) on Sept. 13 will start *Kitty Keene* for 41 weeks on 12 NBC-Red stations, Monday through Friday, 4:45-5 p. m., through Blackett-Sample-Hummert Inc., Chicago. P & G also has renewed the *Jimmy Fidler* series.

ARTHUR HAAG & ASSOCIATES, publisher's representatives with main offices in Chicago, have gone into the radio representation business. First station to be represented is KGNO, Dodge City, Kan.

CLIFF HALL, Jack Pearl's "Sharley", will be heard on the NBC-Blue network sustaining program, *Home Towners*, starting Sept. 4. Formerly a 15-minute show, *Home Towners* will now be broadcast at 8-8:30 p. m., Saturdays. With Mr. Hall are *Swor & Lubin*, blackface team, the *Inkspots* quartet, and Bill Wirges and his orchestra.

AMOS 'N' ANDY will be guest stars on the first program of the new series sponsored by Packard Motor Car Co., Detroit, which will start Sept. 7 at 9:30-10 p. m. (EDST). Starring Lanny Ross and Charles Butterworth, the program is heard on the NBC-Red network. The agency is Young & Rubicam Inc., New York.

Local Bakery Series

LOCAL bakers will begin sponsorship of *Adventures of Ace Williams* on Sept. 15 on six stations with more to be added before the program gets under way. The quarter-hour transcribed show will be broadcast five times weekly on WWVA, KOY and KVOA, plus stations to be chosen by bakers in Waterloo, Ia., Uhrichsville, O., and Bluefield, W. Va. The programs were transcribed by Columbia Transcription Service, Chicago, with W. E. Long Co., Chicago, producing the show.

There were many choice spots
But now there are few
The time is short
It's up to you

National spotters now well know the power of Georgia radio. Thru 'TOC they've found the place to push their wares at furious pace.

WTOC
SAVANNAH, GA.
1260 Kc.
CBS NETWORK
Represented Nationally By
Paul H. Raymer Company

KDYL
The Popular Station
NBC
SALT LAKE CITY, UTAH

KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU Covers the Heart of Missouri

Advertisement

Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee*

By GENE T. DYER

LET'S GO: This column is back from summer vacation—a national calamity these vacations, what with "Summer Shows" on radio, etc.—there should be a law!

* * *

LOOKING BACK: Most popular Summer program on WCBD was broadcast of girls' baseball games — alive with thrills, comedy and glamor. We'll do it again next year — and maybe you'll want to do it on your station.

* * *

LOOKING AHEAD: Prospects couldn't be any better — we have sponsors on a "waiting list" for each of our four stations!

* * *

NEW: On WGES—a "shut-in" program conducted by shut-ins. If the invalids can't come to the studio mike, the mike is brought to them.

* * *

LOYALTY: More than 100,000 persons have attended WGES-WSBC outdoor events this season —living testimonials of friendship, we say.

* * *

PLUG: "Little Radio City" is what an important ad. exec. dubbed the combined studios of WCBD, WGES and WSBC the other day. They're all under the same roof now, you know.

* * *

QUIZ: What's the largest radio county in America? Cook County (Chicago) with more than 900,000 radio homes —more radio listeners in a single county than any one of forty-one of the states in America can claim in their entire state — and, it's hard to believe—more radio listeners than the combined list of a dozen states we could name—but won't!

* * *

ACADEMIC: Colleges of Chicagoland are being scheduled for educational series over WGES this Fall and Winter. Ten have already enrolled. Only restrictions: Programs can't be "high-brow".

* * *

MERCHANDISING: A carload of canned milk sold from one half hour show on WSBC!

* * *

SUCCESS: WEMP, Milwaukee, carries more local accounts than any other Milwaukee station. And WEMP isn't a two-year-old yet!

Gene T. Dyer

RADIO
OUTLINE MAPS
of the
UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1937, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½ x 11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
200 Copies	$9.00
Single Copies	10c

BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

THE LITTLE RADIO SCHOOLHOUSE

WLS Broadcasts Educational Series Including On-the-Scene Remotes From Industries

CAN a radio station set itself up as an educational institution? It not only can; it did. And in so doing, it won the enthusiastic support of educators in the Midwest. In February, 1937, WLS, Chicago, started *School Time*, under the quasi-sponsorship of its parent organization *Prairie Farmer*. A quarter-hour program of very salable time was presented every school day, designed for the school room and for pupils about the 12-year age level. Teachers and shool officials were not asked until the programs were started what they thought of the idea.

Diverse Industries

Four topics were chosen and were presented the same day each week. On Monday, Julian Bentley, WLS news reporter, presented a program of current events scaled down to the understanding of the sixth grade pupil. This was more than a job of reporting, for Bentley gave the important news events of the week, with the hows and whys of those events. Each Tuesday, music was brought closer to the understanding of the pupils by Ralph Waldo Emerson, popular with WLS listeners as organist and entertainer. In a friendly, almost casual manner Emerson literally took music apart and showed the boys and girls what made it tick. Each program was built with the thought in mind that most of the boys and girls are going to be listeners rather than performers.

HOW STEEL IS MADE—Was told to *School Time* listeners when John Baker (right) of WLS interviewed Walter E. Hadley, general superintendent of a steel mill.

The more progressive schools are following the policy these days of taking their pupils to visit the post office, a bank, a meat packing plant and other industries and service institutions when they are conveniently located. But even boys and girls in the back country were taken to visit a different industry every week, one that made things or performed services which they used every day. The boys and girls learned about such things as maps, books, ink, paint, leather, gasoline, coal, watches, steel, weather forecasting and airplanes. In each case, John Baker interviewed an official of the industry being visited and the operations were followed step by step through the plant. The boys and girls heard the machinery in operation, whistles blowing and trucks moving about, for activities were kept going regardless of the broadcast. The station paid the line charges rather than invite a speaker to the studio because it felt there was a cash value in being honest with the audience and because showmanship has its place in educational broadcasting.

The Thursday programs were devoted to a sort of glorified geography during which the boys and girls heard men and women who had lived in the countries concerned. Area, products and nationalities were minimized, because the geography books have that sort of information. Instead, the boys and girls learned that Mexican boys want to be toreadors when they grow up; that at Fairbanks, Alaska, a baseball game at midnight is an annual event on June 21; they met a nephew of General Barrios, the George Washington of Guatemala; they heard the American chosen by the Panchan Llama of Tibet to fly Tibetan gold to the outside world and learned that this man has a "passport to heaven" granted him by the Panchan Llama. A jeweler who owns the Crown of the Andes, perhaps the most valuable piece of jewelry in the world, brought this crown about which is woven a fascinating story of South American history, out of its vault so that it could be described in detail and its story told.

The Friday programs were devoted to talks by representatives of midwestern colleges. Each speaker chose his own topic, and they covered a wide range, such as "What Engineering has Done for the World;" "Geology;" "Why Study English;" "When a Freshman Comes to College;" "If You Want Success," and many others.

Audience Develops

School Time was started without fanfare of trumpets. Listeners were invited to notify their local school officials and teachers that a program was being presented especially for the boys and girls in the class room. With this sort of promotion the school audience grew steadily through the year. By the end of April when the peak probably was reached, approximately 400 schools in the Midwest reported that they were listening regularly. State school officials told the station that probably at least that many more were listening but had never made the fact known. An offer of a booklet on the making of ink brought more than 4,000 requests, most of them from schools; a booklet on steel brought 3,200 requests.

In May, *Prairie Farmer*-WLS invited school officials from the midwestern states to meet in Chicago. Figuratively speaking, the station laid its program on the table and said. "Here's what we've been doing for the schools. Are we headed in the right direction and do you want us to keep it up?" The answer is found in the fact that plans are being made now for the fall semester with *School Time* continuing on about the same basis as the original plan.

JOE HORVATH, staff musician of WTMJ, Milwaukee, and a model airplane hobbyist, has built a motor the size of a spark plug. Fed gasoline through a medicine dropper, the gadget putt-putted a half-inch from the mike in a valiant attempt to kick over the needle.

KFH
DOMINATES

Radio Station KFH, in Wichita, Kansas, dominates South-Central Kansas and Northern Oklahoma, the bright spot on the Nation's Business Map. Bank clearings, greater . . . postal receipts show substantial increase . . . much larger incomes for the rich agricultural territory around Wichita . . . passenger and freight traffic on the railroads in the Southwest is up . . .

These are facts . . . Take these facts into consideration when you decide where to concentrate your sales efforts.

KFH CBS
WICHITA • KANSAS
National Representative EDWARD PETRY AND CO.

OPEN FOR SPONSOR
"CHRONICLES COLONIAL"
An American Romance After The Revolution.
New Radio Serial
By
VINA JARBOE
Screen Writer
Thrilling — Entertaining Historical.
Write
---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .

NEWS
is your best bet
TRANSRADIO

FCC Gets Protest On Toledo Station

Scripps-Howard Seeks Inquiry Into Community Company

INVESTIGATION by the FCC en banc of the status of Community Broadcasting Co., successful applicant for a new 100-watt station (WOTL) in Toledo, was requested in a petition filed Aug. 17 by Scripps-Howard Radio Inc., unsuccessful applicant for a station in the same city.

In a recital of facts involved in the proceedings, the petition alleged that Community was not the principal in seeking the new station but that it could be inferred it was acting as agent for WSPD, Toledo, which previously had vigorously opposed a new station in Toledo. Community, it was also held, had procured an option for the purchase of WALR, Zanesville, seeking to remove to Toledo, with money borrowed from Fort Industry Co., licensee of WSPD.

The petition recited that WSPD, WWVA, Wheeling, and WMMN, Fairmont, are controlled by the Fort Industry Co., of which George B. Storer, of Detroit, is controlling stockholder. As far back as 1934, it was held, WSPD opposed removal of WALR to Toledo on economic grounds, which removal had been authorized without hearing by the FCC on Sept. 25, 1934. WSPD fought this grant both before the Commission and in the courts, it was pointed out.

Contentions in Petition

Inferences which can be derived from the facts outlined, the petition concluded, are:

Fort Industry Co. and its predecessor, Toledo Broadcasting Co., fought most energetically before the commission and the courts to avoid the establishment of another station in Toledo, but with the obtaining of the option upon WALR by Community Broadcasting Co., with money loaned without security by Fort Industry, WSPD gave up its opposition. Therefore it is suggested that Community Broadcasting Co. was acting in this particular as agent or trustee for WSPD and hence it was expected that WALR would ultimately become, or in fact was, owned by Fort Industry; or in the alternative, some arrangement had been made between WSPD and the optioner of WALR to the effect that competition of the 100-watt station against WSPD would be kept within limits fixed by WSPD.

It was also contended that an inaccurate statement of fact was made to the FCC under oath in the application of Community, when, in reply to Question 11(a) on the application, it stated that it was not directly or indirectly interested in the ownership or control of another station. Further, it was alleged that an inaccurate representation was made under oath in the applications for renewal of the license of WALR in response to Question 11(c) when it replied affirmatively to the question whether the applicant had absolute control of the station.

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

PICTURE PUBLICITY
Networks Feeding Photos in Larger Quantities

RADIO talent is having its photographic innnings, with heavy calls for candid portraits swamping Hollywood network publicity bureaus. The broadcasters, with no Will Hays office ban on poses and plenty of "lookers" on their talent rolls, are giving motion pictures keen competition in all branches, from newspaper syndicates to class magazines.

With a heavy schedule of transcontinental shows to emanate from Hollywood in the fall, rivalry among the networks for space is greater than ever before. Publicity bureaus of Mutual-Don Lee, CBS and NBC are giving their utmost cooperation to newspapers and magazines in the scramble for space. Orders to build up picture files are understood to have been issued by network executives and intensive campaigns are planned for every big show to originate from Hollywood this fall. Latest move to cope with the demand is that of CBS which has added Ted Allan to its publicity staff as head of the newly-organized photographic department. Allan, formerly still photographer of Metro-Goldwyn Mayer studios, has set up a laboratory and studio in the CBS Hollywood Music Box Theatre. He has brought in Ben Polin as assistant and laboratory technician. Jeanne Brooks has also been added to the department as re-toucher.

Hal Bock, NBC Hollywood publicity director, has been emphasizing photo publicity for sometime, using both freelance photographers and portrait artists, and it is understood that the network will shortly establish its own photographic department similar to that of CBS. Seymour Peyser, Mutual-Don Lee network publicity director, Los Angeles, also uses freelance photographers and recently had his budget increased to meet the demand for pictures.

Sure Plans Net Series

SURE LABORATORIES, Chicago (breath purifier), is planning a quarter-hour program on a six-station Mutual hook-up to start at the conclusion of the baseball season. The new show will originate at WGN, Chicago. Talent has not been set. Selviair Broadcasting System Inc., Chicago, is agency.

Results COUNT MOST
WTAG
by actual survey the most popular station in WORCESTER
WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

Delece Starts Test

DELECE Inc., Hollywood, manufacturers of 22 cosmetic products, to introduce a new hand cream to the consumer market, on Aug. 17, thru Margaret Kuhns, Beverly Hills, Cal., started a 13-week test campaign on KHJ, Los Angeles, using a twice-weekly quarter hour program *What Does Your Hand Say?* Program features Doris Field, palmist, doing character analysis. Dialers are invited to send in 10 cents for an impression paper which in turn is remailed, with senders palm imprint, to Miss Field for analysis. This is the first radio to be used by the sponsor and if test is successful, campaign will be extended to include the 11 Don Lee Network stations in California.

New Trade Papers

A NEW supplement, *Selling Sound*, will appear with the September and March issues of *Radio Today*, edited by O. H. Caldwell, former Federal Radio Commissioner. It will specialize in sound apparatus. Bryan Davis Publishing Co., New York, has also announced that it is merging *Communications & Broadcast Engineering* and *Broadcast Engineer* into a new monthly starting in September to be known as *Communications*. Its editors are Ray D. Rettenmeyer and W. W. Waltz.

NATIONAL BISCUIT Co., New York, sponsored the final round of the National Amateur Golf Championship over 65 CBS stations Saturday, Aug. 28, from Portland, Ore., Ted Husing announcing. McCann-Erickson Inc., New York, handled the account.

1ST IN LOCAL ACCOUNTS
Local advertisers can study listening habits at first hand and pick the station with the largest audience. In Providence, WPRO leads.
CHERRY & WEBB BROADCASTING CO.
Providence, R. I.
Representative:
PAUL H. RAYMER COMPANY
WPRO
1ST IN PROVIDENCE
630 KC. 1000 W. DAY 500 W. NIGHT
BASIC COLUMBIA

Hearst Radio's Appointment
of
MURRAY B. GRABHORN
formerly vice-president of John Blair and Co.
and a veteran of the radio industry,
as Manager of KEHE in Los Angeles
is another in the series of moves
to give KEHE the best
in executives, in programs, in broadcasting—
and to serve the public interest.
5000 Watts **KEHE** 780 Kilocycles
A Member of the California Radio System
National Representative: Hearst Radio
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

Purity Products on MBS

PURITY PRODUCTS Inc., Jersey City, N. J., (VBEV, vitamin beverage tonic), has appointed Raymond Spector to handle merchandising and Franklin Bruck Adv. Corp., New York, to direct advertising. Victor H. Lindlahr, editor, *Journal of Living*, New York, will be featured in a series of health talks starting Sept. 14, 9:30-10 p. m., on seven MBS stations, Tuesdays, Thursdays and Saturdays. VBEV was introduced three months ago in a test radio campaign on WOR, Newark; WIP, Philadelphia; WAAB, Boston; WEAN, Providence. Additions to the list are WGN, Chicago; WCAE, Pittsburgh; CKLW, Detroit.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

LOUNGE CHAIR SHOPPERS . . .

Tell your story to more than a million of them, who listen to WDRC because THEY LIKE IT. It does a THOROUGH JOB in its territory!

Basic Network Station of the Columbia Broadcasting System

Announcer-Artist Unions Organizing

(Continued from page 13)

for its announcers and production men, and negotiations are under way with the management of WBT, Charlotte. Langham visited both stations to participate in the negotiations.

At WORC, Worcester, the Guild is organizing the complete station staff, with the exception of musicians and clerical help, on a vertical basis, taking in engineers and writers as well as announcers, producers and sound effects men. Gerald Dickler, counsel for the Guild, is handling negotiations here. This vertical system is used only in stations with small staffs, Langham explained, the WORC staff including only 12 persons.

Radio Artists' Union

The American Federation of Radio Artists, newly-formed AFL union, which holds jurisdiction over anyone who appears before a microphone, including actors, singers and announcers and all talent except musicians, has a meeting of its executive board scheduled for Aug. 31, at which time a national executive secretary is to be chosen. Board meeting on Aug. 23, at which the secretary was to have been selected, broke up without any candidate being appointed. Selection will probably be George Heller, treasurer of the group, who has been extremely active in organization work.

At a previous meeting of the governing board of the AFRA on Aug. 16, Eddie Cantor was elected president of the organization; Helen Hayes, Lawrence Tibbett, Norman Field, Jascha Heifetz and James Wallington were named vice-presidents; Lucille Wall, recording secretary, and George Heller, treasurer. In addition, the board includes Edward Arnold, Phil Baker, Jack Benny, Edgar Bergen, John Boles, Richard Bonelli, Reed Brown, Jr., Frank Chapman, Bing Crosby, Ted di Corsia, Edward Fielding, Georgia Fifield, Martin Gabel, Warren Hull, Carleton Kadell, Joe Laurie Jr., John McGovern, Florence Malone, Queena Mario, James Melton, Ray Middleton, Grace Moore, Osgood Perkins, Dick Powell, Lanny Ross, Mark Smith, Margaret Speaks, Paul Stewart, Rudy Vallee. The eight additional members necessary to bring the board up to its full membership of 45 will be chosen from the local organizations to be formed in other cities.

AFRA, which took over the radio rights formerly held by Actors' Equity Association, is seen as a part of AFL's move to weld the entire entertainment field together to oppose any encroachment by CIO unions. Possibility that AFR and AGRAP will tangle over organization is also forseen.

Increased organizing activities are being started by American Communications Association, formerly ARTA, CIO union covering all branches of the communications industry. Concentrating on the technical employes of broadcasting stations, this union is understood to have won contracts for its members from WBNX, New York; WHEC, Rochester; WIBX, Utica; WPEN and WDAS, Philadelphia; WJW, Akron; WPAY, Portsmouth, O. It has a majority of the technicians signed up on WHOM, WHN and WABC, in New York, and is preparing to start negotiating a contract with the management of WCAU, Philadelphia, whose technical employes, formerly members of a company union, came in as a body, according to ACA officials, who expect the precedent established by the NLRB decision in the WHN case to aid the union in the organization of other stations.

Watch Tower Special Net To Include 80 Stations

WATCH TOWER Bible & Tract Society, Brooklyn, headed by Judge J. F. Rutherford, is buying time on a special hookup of some 80 stations for two Sunday broadcasts by Judge Rutherford from Columbus, O., where the society will hold its annual convention. The speeches will each be of an hour's duration, one from 12 noon to 1 p. m. on Sept. 19, the other on Sept. 26 from 10 to 11 p. m. The agency is Acorn Agency Inc., New York.

Stations are WAPI WAGF KGAR KLRA KHSL KIEM KMTR KGFJ KYOS KTRB KROW KQW KVEC KTKC KFXJ KFKA KGEK WNLC WDEL WOL WLAE WTAL WATL WAYX KIDO KSEI KTFI WHBF WDZ WBOW WOC WHO KMA KANS WCMI WPAD WABI WAGM WCAO WFMD WORL WKZO KFRU KFEQ KMMJ KGNF KGKY WCAP KOB WESG WGBB WQXR WFAS WMFR WJW WBNS WCOL WSMK WKBN KTUL KVOO WSAN WLEU WHJB WGAL WRAW WORK WFBC WSPA KSOO WTJS WNOX KBNC KPAC WQDM WSVA WPHR KMO WHIS WMMN KDFN KSL KTHS WRVA.

Cocomalt in Latin America

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), will launch a campaign in Latin America, using radio in the early evening hours starting the first week in October, supported by newspaper and magazine copy. Stations to be used are HP5J or HP5B (undecided), Panama City, Panama; YV5RA and one other, Caracas, Venezuela; WKAQ, San Juan, Puerto Rico; two unnamed stations in Colombia; TIGPH, San Jose, Costa Rica; HRN, Tegucigalpa, Honduras; YSS, San Salvador City, Salvador; HIT, Santo Domingo, Dominican Republic; TGX, Guatemala City, Guatemala, and OAX4A, Lima, Peru. Transcriptions, made by Pan American Broadcasting Co., New York, will present the show *Don Quixote Lives Again*, a comic sequence, once a week. H. N. Elterich Inc., New York export advertising agency, has the account.

Lydia Pinkham Lineup

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., will start Sept. 13 on a list of 53 stations, using 15-minute Transamerican transcriptions five days a week. The program will feature Dr. M. Sayle Taylor, *The Voice of Experience*. Agency is Erwin, Wasey & Co. Inc., New York.

Stations are WHN, WFIL, KQV, WLW, WJJD, WXYZ, WBAL, KWK, WAAB, WSAR, WSPR, WLBZ, WFEA, WNBH, WLLH, WTHT, WBRY, WLNH, WRDO, WEAN, WICC, KWK, WHAM, WWVA, WBT, WGST, WJAX, WAPI, WDSU, KLRA, WMC, WSM, KRNT, WISN, KSTP, KTUL, WKY, WFAA, WPSA, WOW, KOZ, KDYL, KFWB, KOIN, WGAR, WGR, KIRO, KFPY, KYA, KEHE, KFBK, KMJ, KWG, KVI.

WDBJ 5000 WATTS (DAY) 1000 WATTS (NIGHT)

MORE MONEY TO SPEND

Roanoke is a "sales highspot" *because*: —bank clearings are up 23% over last year; building permits are up 111%; large industries have added $1,000,000 to payrolls by salary increases; and an unusually good season has produced large crops in the surrounding territory. Reach the people of the prosperous Roanoke and Southwest Virginia markets—who have *more money to spend*—by using WDBJ.

Representatives

CHICAGO Sears & Ayer

NEW YORK Craig & Hollingbery

WDBJ *in the heart of a great* TRADING AREA

ROANOKE, VIRGINIA

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

LIVE TODAY IN THE FASHION OF TOMORROW

HOTEL SHERMAN

1700 ROOMS 1700 BATHS

CHICAGO

N. E. A. PREPARES FOR RADIO DEBUT

FIRST broadcasts of the new NEA radio program service will occur on Sept. 27, according to Stephen Slesinger, president of Stephen Slesinger Inc., New York representative of Newspaper Enterprise Association. Service consists of seven daily five-minute scripts suitable for presentation by a single announcer. Scripts, which will be furnished to subscribers five days weekly, may also be combined into two quarter-hour daily programs, one with a masculine and the other with a feminine appeal. Each day's scripts will be sent out so as to reach the station a day in advance.

To avoid the complaints frequently received from stations that news material too often has to be rewritten before it can be broadcast, E. R. McGill, radio writer and producer, has been engaged to supervise all material sent out to NEA's radio subscribers. Material, written by NEA special writers, will be edited especially for broadcasting by McGill, who has written the radio continuities for such successful programs as *Bambi*, in which Helen Hayes was starred, *Cavalcade of America*, and other network programs, including a number of daytime serial script shows.

The NEA features will be offered as a group and contracts will be made exclusively with one station in a town, according to Mr. Slesinger. The following stations have already contracted for the service: KSTP, St. Paul; WWJ, Detroit; WTHT, Hartford; WMEX, Boston; WELI, New Haven.

Quaker Oats Shows

QUAKER OATS Co., Chicago, (Aunt Jemima Pancake flour) started a new musical-comedy type quarter-hour program, *Aunt Jemima on the Air*, on five NBC stations Aug. 31. The program, originating in Chicago, is being broadcast from 8:45-9 a. m. (CDST), daily except Sunday and Monday, over WMAQ, WJZ, WBZ-WBZA, KDKA and WXYZ. *Kaltenmeyer's Kindergarten*, Quaker Oats' Saturday afternoon program, will continue on 48 NBC-Red stations. Lord & Thomas, Chicago, is agency.

P & G in Canada

PROCTER & GAMBLE Co., Cincinnati (soap), began a transcribed series titled *The P & G Rangers* Aug. 30 on 10 Canadian stations, featuring cowboy songs and ballads. The program will be broadcast Mondays, Wednesdays and Fridays on the following stations: CFCN, Calgary; CJCA, Edmonton; CHNS, Halifax; CKCO, Ottawa; CKCK, Regina; CFQC, Saskatoon; CFRB, Toronto; CJOR, Vancouver; CJRC, Winnipeg; CFCF, Montreal.

NBC will return to a five-and-a-half-day week schedule immediately after Labor Day. Columbia employes haven't received word, but will definitely continue to have free Saturdays until Oct. 1.

TWO ex-athletes have been placed under contract by WSOC, Charlotte, to handle sports sponsored by General Mills—Joe McLeskey, former American Legion junior baseball star, assisted by Ben Moffitt, University of North Carolina grid star.

Mills Try Radio

WALLACE WOOLEN MILLS Inc., factory-to-wearer manufacturers of Detroit, adds radio to its advertising schedule for the first time when the firm on Sept. 6 starts a three-a-week series over WJR. Jimmy Stevenson will m.c. a "swing" program Mondays and Wednesdays at 7:30 a. m. and Fridays at 5:45 p. m. Music will be transcribed but Stevenson will have the assistance of Harry Stahl, singer, and Bud Mitchell and Bill Saunders, as straight men. Bass-Luckoff Inc., Detroit, is the agency.

Chipso's New Shows

THE *Personal Column of the Air*, now heard on the NBC-Red network for Procter & Gamble Co., Cincinnati (Chipso) at 4:15-4:30 p. m. (EDST) and on the NBC-Blue at 11:15-11:30 a. m. (EDST) will be dropped from both networks after the broadcasts of Sept. 10. It will be replaced in the afternoon by *The Guiding Light*, which is now heard for White Naphtha soap on the Red network at 4:45-5 p. m. (EDST), which spot will be occupied by new dramatic script, *The Road of Life*, for Chipso. *The Road of Life* will also take the 11:15-11:30 spot now occupied by *Personal Column*. Agency for both products is Compton Adv. Inc., New York.

Wants Authors Bylined

IN AN ATTEMPT to produce finer scripts and radio productions, the Script Library, New York, announces that it will release scripts by better known writers only to those stations who agree to broadcast bylines when the shows are aired. According to Genevieve Pace, director of the Script Library, the author buildup will be handled in much the same way as Hollywood handles screen writer credits. Included among the well known writers of the Library are Heywood Broun, Ben Hawthorne, Georgia Backus, Edward Goldsmith Reilly, Marjorie Williams and Edward Morse.

Commission or Card

COMMERCIAL managers of all broadcasting stations were addressed in a mimeographed letter Aug. 14 by J. B. Buller, describing himself as *The Old Storekeeper* of St. Joseph Sales Co., St. Joseph, Mo., offering 100 razor blades at $1 to be reoffered to listeners on a return-if-not-satisfied basis. Radio selling on a commission basis of 40% is proposed. The letter states, however: "If you are not in a position to accept commission business, then don't bother to send us a rate card, but write us a letter quoting us the lowest possible price on one or two announcements daily, and also on a 15-minute program daily."

Koppers' Divisional Setup

KOPPERS PRODUCTS Co., Pittsburgh (roofing, building materials, paints), has appointed BBDO, New York, to direct advertising of the following divisions: Kopper's Connecticut Coke Co., New Haven; Brooklyn division, Brooklyn; Seaboard division, Kearny, N. J.; Minnesota division, St. Paul, and Philadelphia division, Philadelphia. This appointment does not affect advertising of other divisions. Stations WEAF, New York, and KYW, Philadelphia, will be used for all but the Minnesota division, Friday evenings, 7:30-8 p. m., starting Sept. 24. Eddie Duchin and his orchestra and Roger Whitman, writer of the *New York Sun* column, *Aid to the Ailing House*, will be featured. John Johns is account executive.

Blue Plate Tries Radio

LAUNCHING its first radio effort to advertise mayonnaise and salad dressing, Blue Plate Foods Inc., New Orleans, is sponsoring Ivan Wayne, romantic tenor of WFAA, Dallas, and Alma Cunningham, *Dallas Journal Shopper*, in a series of 13 quarter-hour programs, 12:15-12:30 p. m., Tuesdays and Thursdays. Started Aug. 10, the contract was placed through Fitzgerald Adv. Agency, New Orleans.

Industry Acts to Avert Strike

(*Continued from Page 9*)

stations describes the circumstances of the meeting and then continues as follows:

It is the hope of the committee, in further conferences with the officials of the Federation and as a result of factual investigations to be conducted by it, to be able to arrive at a formula or yard-stick which will be agreed upon between the committee and the Federation officials as setting forth a program of expenditure by each station which will be regarded as fair. This yard-stick will in all likelihood be based upon an agreement by the station to expend for union musicians, weekly, a sum of money which is a factor of the station's maximum quarter-hour national rate, as published in the standard rate books.

If such a formula can be arrived at, the committee will recommend it to the network affiliates and to all broadcasters in the industry. The national networks have indicated their willingness to cooperate with the committee in its investigations and further discussions with the Federation. The network representatives also pledged themselves not to make any deal for themselves with the Federation without notice to this committee.

It must be pointed out that the committee was not given, and will not accept, authority to bind any station. The most the committee will undertake to do is to define a formula of fair dealing between the industry and the Federation. Thereafter it will be optional with every station whether to adopt or reject a contract with its respective local, based on the formula.

The committee hopes to be able to agree with the Federation on standard clauses for such contracts, making uniform the general outline for all stations and all locals, leaving, however to further negotiation between stations and locals, the detailed rates of pay and hours of employment for each man within the framework of the amount of money to be agreed upon for weekly or annual expenditure. The committee believes the Federation officials will be willing to make provision for exceptional situations which may exist with individual stations.

If such a formula can be arrived at, it will be up to the industry to decide whether it chooses to bear the cost and interruption of service caused by a strike, or to accept the burden imposed by the agreement and avoid hostilities. There will be no solution unless a substantial majority of network affiliates accept the agreement. Network service will not be possible unless this is done. It is for this rea-

(*Continued on Page 78*)

QUICK ECONOMICAL RESULTS for CLASSIFIED ADVERTISERS

BROADCASTING's complete coverage of the radio broadcasting industry is your assurance of reaching the largest number of prospects for what you want to buy or sell.

Help Wanted

You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING.

Situations Wanted

Outline your experience and qualifications in a classified ad in BROADCASTING. Some concern may need you—reach your next employer through BROADCASTING. Others have done it with success.

Wanted To Buy or Sell

If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

Services

If you have a service for the broadcasting industry there is more business for you if you outline your services through a classified ad in BROADCASTING.

Copy should reach this office five days prior to date of publication. 7c per word for Help Wanted and Situations Wanted. All others 12c per word.

BROADCASTING
Broadcast Advertising

870 NATIONAL PRESS BLDG.
WASHINGTON, D. C.

York Fair Using Spots

YORK INTER-STATE FAIR, to be held at York, Pa., Oct. 5-9, is using regional sponsored broadcasts to promote the event, one of the largest in the East. Attention is directed to educational and agricultural displays. Four stations are being used, WORK, York; WGAL, Lancaster; WCAO, Baltimore; WFMD, Frederick, Md. Others may be added. J. Robert Gulick, manager of WORK, is acting as radio consultant to the Fair management. The account is placed direct.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

GODLEY & BROWN
Consulting Radio Engineers
Phone: Montclair (N. J.) 2-7859

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. Washington, D. C. District 8456
Field Office Evanston, Ill. Davis 2122

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Radio Consulting and Field Engineering Service
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERT S. RAINS AND COMPANY
Special Consultants
Accounting, Taxes and Engineering
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

EDITORIALS AIRED
New York Papers Cooperate With WMCA

PROGRAM series based on editorials in New York City newspapers has been started by WMCA, New York, designed to furnish listeners with an unbiased cross-section of editorial opinion. The program titled *The Editor Speaks* will be heard each Friday evening, and in keeping with the anonymity of editorial writers the quotations will be given by unidentified voices, with all editorials credited to the newspapers from which they are culled.

The series will be broadcast without comment or interpretation and popular magazines as well as metropolitan papers of other cities will be added later, according to WMCA. The following New York papers are cooperating with WMCA: *Times, Sun, Herald-Tribune, World-Telegram, Evening Post, Journal-American, Daily News* and *Daily Mirror.*

Oldest WCKY Account

THE oldest account on WCKY, Cincinnati, has renewed for its eighth consecutive year, Coca Cola Bottling Works Co., of Cincinnati, having signed for 52 weeks of the *Coca Cola Civic Club*, twice weekly. News and announcements of civic, social and fraternal organizations, P. T. A.'s, schools and churches are given. The broadcast has been on the air since 1930.

Business of the company has expanded so greatly during the past year that a new plant is being erected.

Actual Operation Urged By Television Observer

"TAKE television out of the laboratory," is the advice of Allen B. DuMont, president of DuMont Laboratories Inc., radio tube company of Montclair, N. J., on his return from an extensive visit to Europe's leading television centers. "Television is an evolution and not a single experiment", said Mr. DuMont, "and the sooner we take it out of the laboratory and put its operation on a practical basis the better."

Impressed by the practical operation of television in England where the London transmitter is covering a service area of 100 miles and sets will soon be sold for $200, Mr. DuMont concluded that the British method of trial and error commercial transmission should be adopted in America, and that regardless of obstacles television should be put on a practical basis of operation in this country. France, according to Mr. DuMont, will begin television broadcasts from the Eiffel Tower this fall and unusual interest is shown in the television exhibits at the Paris Exposition. Television experiments in Belgium, Holland and Germany are also impressive, concluded Mr. DuMont.

ROBERT D. HEINL Jr., son of the editor of Heinl Radio News Service, Washington, has been appointed by President Roosevelt as a Second Lieutenant in the Marine Corps. He was adjutant of the Naval R.O.T.C. at Yale where he graduated with honors last June and he also won the Houghton Hifflin literary prize at Yale. He will be stationed temporarily at the Philadelphia Navy Yard.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Assistant manager, with knowledge of local and national sales, organization and general management of radio station. An NBC outlet in a rich argicultural market. Box 761, BROADCASTING.

Situations Wanted

Commercial manager proven record of results. Thorough knowledge merchandising. Prolific idea man. Desires connection preferably network. Box 751 BROADCASTING.

Chief Engineer; 31, formal training, 15 years continuous and exclusive broadcasting experience, now under contract. Specialty: execution of engineering plans and supervising technicians. Expect to be available early 1938. Travel anywhere for personal interview. Native N. J. Box 726 BROADCASTING.

Radio operator desires position. Experienced at 50 Kilowatt RCA broadcast transmitter. References furnished. Box 760, BROADCASTING.

TECHNICIAN: Now permanently employed CBS basic in eastern state, desires change for better. Married, 27, Christian, go anywhere on reasonable notice. 8 years radio background. Radiotelephone and Radiotelegraph First. Copy Transradio, design, construction. All round radio man used to responsibility. Prefer network affiliate. References. Box 759, BROADCASTING.

RADIO OPERATOR: Announcing experience. Desires new position with broadcast station. Salary secondary to good position. Box 758, BROADCASTING.

Engineer, chief operator. Seven years experience operator clear channel station. Technical school graduate. Desire better opportunity. Box 757, BROADCASTING.

Expert wireman and construction, over 15 years experience, National Broadcasting Co., R. C. A. Communications, Inc., Bell System, Western Electric Co. Have some open time. Will go any place. Best references. Box 756, BROADCASTING.

Situations Wanted (Cont'd)

Available September 1st, Program Director and Producer with ideas. Newspaper Display & Selling background. 10 years in Radio. Understands how to co-operate with Sales. Permanence important. Box 755, BROADCASTING.

Right job sought by A-1 employed announcer. Want to establish home. Adlib, newscasting, all writing, production. Prefer program desk. Chicago, Milwaukee, other experience. Owners only write Box 754, BROADCASTING.

Wanted To Lease

Will Lease Station

Radio executive, ten years Managerial and advertising experience will lease station, any size. Furnish Best Character and Business reference. Mr. Station Owner; If your station is not producing its maximum revenue, Lease your station to a Specialist, with ten years SUCCESSFUL radio advertising experience. Will lease one to five year period. Address Box 753, BROADCASTING.

For Sale—Station

100 watt station located in territory where no other day time reception. Making money. Box 752, BROADCASTING.

For Sale—Equipment

250-100 watt Doolittle and Falknor transmitter. For details and price, write WJIM, Lansing.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Product Dormant For 15 Years Is Revived by Radio

Hostetter Bitters Enjoys Big Sale in Markets Tested

By W. H. INGERSOLL
President, Ingersoll & Norwell Sales Consultants

Mr. Ingersoll

IT WAS back in 1853 that David Hostetter put the prescription his doctor father had been giving patients for stomach trouble on the market as a proprietary medicine, and for the following 66 years Hostetter's Stomach Bitters showed a consistent profit. Then came prohibition, making illegal the original formula which called for alcohol to extract the medicinal properties of the therapeutic herbs, and the enterprise was allowed to lie dormant for 15 years. With repeal, however, it was possible to re-introduce the product to its old public and to a new public that had grown up in the interim.

Meanwhile, radio had come into existence, and it was decided to test this new advertising medium, both alone and in combination with newspapers. Since the small town had always been the predominant Hostetter market, a second decision was to test several territories with different combinations.

Getting Action

In one state a good local station of medium power but with excellent programs was selected to be used alone. A period was chosen after the noon news and before the broadcast of farm product market quotations in the belief that this would catch both city and country audiences. An electrically transcribed program of catchy music and witty dialogue was used. This test was only moderately successful and we believe that the fault was mainly in the choice of midday time as evening programs have been more resultful.

In another state one of the most powerful and influential stations in the country was selected for spot announcements three evenings a week. This station blankets large parts of several states but is in a territory where the product never had a strong demand even in its palmiest days. Not much was expected but a pleasant surprise resulted. After about six weeks a very active demand began to be received through the distributors serving some 1,500 druggists. Field surveys have shown that every druggist in the affected area is enjoying a constantly growing sale of Hostetter's Bitters whereas they had done practically nothing on it in the last 10 years. As far as we have gone we conclude that strong stations and evening time are most effective for this product.

In another section we have employed three medium-powered stations but good chain stations covering one general area. These have been used with spot announcements and old-time musical transcriptions reminiscent of such an old preparation as Hostetters. In this territory the sales have increased to beyond what they ever were in the best days of the product. Again evening time has been used and for our purposes we are satisfied is more productive than day time.

Our very best results have been experienced where we have used morning newspapers in conjunction with evening broadcasting. Our expenditures have been about 50-50 between newspapers and radio. At the end of four months of testing we are inclined to believe that newspapers which have a strong out-of-town circulation to show a picture of the bottle and remind people of the name and radio announcements to drive home the reasons for using Hostetters bring the best results. Radio has the advantage that for at least one minute those who are listening will have their attention undividedly given to our message. It sinks in.

In some territories our sales are running at 80 times the rate of a year ago and all those in which we have advertised show increases of at least four fold or more. Although only a small part of the country has been tackled so far, the increases in these sections have been so marked that they show a 500% increase for the country as a whole.

We have only begun our campaign and will make no change in our plans for several months yet, but up to this point we are satisfied that radio has played an important part in our results.

WJBK's Grid Coup

ALTHOUGH the Detroit Lions, professional football team, is owned by G. A. (Dick) Richards, chief owner of WJR, Detroit, broadcasts from its training camp at Cranbrook School near Detroit are being carried for 15 minutes daily by WJBK, Detroit, with Al Nagler at the microphone. Last season WJBK carried the Lion's games exclusively under sponsorship since WJR did not have the time cleared for the Sunday schedules.

SESAC Claims Report Of NAB Is Inaccurate

THE NAB report covering an analysis of the repertoire of Society of European Stage Authors & Composers [BROADCASTING, Aug. 15] was described as "grossly inaccurate, misleading and incomplete" by officials of SESAC on Aug. 25.

In detail, SESAC spokesmen sought to break down the ponderous NAB volume, prepared under the direction of James W. Baldwin, NAB managing director. They claim 400 licensees among stations and said that they have found the service valuable as indicated in numerous letters from stations. SESAC management professed ignorance and amazement concerning the NAB motive in publishing the report.

Big Don Lee Show

GAFFNER & SATTLER, Los Angeles (gas ranges), starting Sept. 26, through J. H. Withington Adv. Agency, that city, will sponsor for 26 weeks in California the new George Jessel-Norma Talmadge variety show, *30 Minutes In Hollywood*, on 11 Mutual-Don Lee stations (KHJ, KGB, KDB, KFRC, KFXM, KPMC, KDON, KGDM, KXO, KVOE, KQW), Sundays, 3:30-4 p. m., PST. Program will have participating commercials, and negotiations are on to arrange sponsorship in various other regions to complete coast-to-coast coverage. Jessel will be master of ceremonies and Miss Talmadge will give fashion interviews and dramatic bits. Tommy Tucker's orchestra will also be featured with guest vocalists.

Zenith Radio's Show

ZENITH RADIO Corp., Chicago (radio sets) will start the *Zenith Foundation* program, Sundays, starting Sept. 5, 10-10:30 p. m., EDST, over an NBC-Blue network. New program will deal with the "unknown," with the radio audience participating in the half hour Sunday night show. According to NBC, "implications of the new programs will be so startling and unprecedented that it will be approached gradually during the opening broadcast, each of which will be a related step in the entire series as well as an informative and entertaining program in itself." E. H. Brown Advertising Agency, Chicago, has the Zenith account.

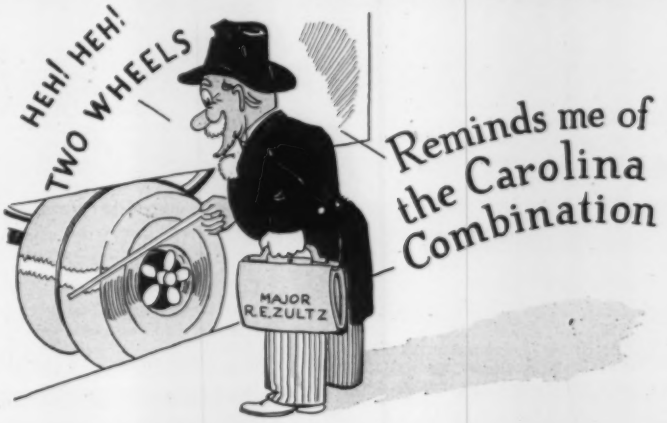
RESULTS!

The "Yardstick" that never grows old.

•

It matters not what you say of this ad. WE WANT RESULTS! So do you . . . and WSOC is ONE station that sells and *sells!!* Let's get together . . . NOW!!!

WSOC Charlotte, N.C. an NBC Affiliate



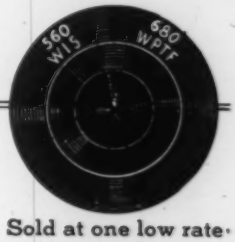
Double wheels assure more reliable transportation by distributing the load just like the Carolina Combination—WIS and WPTF—assures more reliable results by thorough distribution of your advertising message through the two richest market areas of the Carolinas.

Remember: The Carolina Combination keeps the Carolina situation on a paying basis for you.

The CAROLINA COMBINATION

WIS COLUMBIA, S. C. 5000 WATTS, NBC

WPTF RALEIGH, N. C. 5000 WATTS, NBC



Represented by Free & Peters, Inc.

Sold at one low rate

"This is . . .

WBNS

COLUMBUS, OHIO

•

"This is Our Representative . . .

JOHN BLAIR & CO.

•

"Ask John . . . he knows"

The only station in the CENTER of Western Montana

1000 watts 1260 kc. KGVO Missoula, Montana

Columbia Broadcasting System Affiliate

Act to Avert Strike

(*Continued from Page 75*)

son the committee has already been authorized, in pursuance of its duties, to negotiate between the stations and the networks, if necessary, regarding the burden of any settlement before it is accepted.

It is the hope of the committee that network and non-network stations will, for the good of the industry, recognize that an effort has been made to solve an economic problem which is facing the entire industry as well as union musicians, and will be willing to adopt the solution, if any, recommended by the committee. In this connection it might be added that the committee was informed by the Federation officials that the transcription companies have already tentatively agreed to the terms required by the Federation. If these are carried out no station will be able to receive further transcription or recording service unless it is on the Federation's fair list.

The committe hereby notifies the network affiliated stations to attend a meeting in New York City at the Waldorf-Astoria Hotel at 9:30 A. M., September 10. It is essential that your station be represented by a person with full authority to act immediately.

Sympathy Strikes

While most of the broadcasters feel that in complying with the demands of the musicians they are entering into another ASCAP situation which, while it may be fair at the beginning, opens the way for greater and more unreasonable demands later on, little disposition to defy the AFM to call a strike was shown. Many stations are owned by newspapers whose linotypers and pressmen might be called out in sympathy strikes if the musicians were called out. Other stations are owned by manufacturers who similarly do not care to risk strikes in their plants.

One broadcaster stated that in his city the unions were so closely allied that the musicians would be able not only to deprive him of broadcasting music but to call out the electricians and cut off his power, forcing him off the air entirely. Several broadcasters from smaller cities, who felt that they could beat the union situation, said that they could not exist without network programs.

Some declared that if they held out their competitors would accede to the AFM demands, thus placing them in a bad situation. And all broadcasters realized that a strike, even if won, would cost much in loss of revenue from national advertisers who would be inclined to cancel all broadcasting during the period of trouble for fear of alienating their pro-labor customers.

A general cause for complaint among all broadcasters except those in the larger centers is the dearth of acceptable musical talent. In one city of 50,000 it was stated that the president of the local union is a barber who plays evenings in an orchestra. In another city of about that size the union is headed by the mother of an announcer, who is also a member of the union, although he has not played an instrument professionally for years.

Many broadcasters stated that if they are forced to hire the musicians in their community they will have to put them to work in capacities other than that of musicians as they would lose their audiences if they broadcast such inferior talent. The AFM answer to such statements is that if these men, who have been unemployed for some time, are given a chance to get back into practice they will soon become good musicians again. Some broadcasters also stated that in case of a national strike the local bodies would not support their national union, but none seemed anxious to put them to the test.

No Strike Date Set

Since there seemed to be some confusion as to the date set for the musicians' strike BROADCASTING asked Mr. Weber about it. His reply was that no date has been set, but that the local musicians unions have been notified to hold themselves in readiness for a strike call at any time after Sept. 16 if the International Board should notify them that the negotiations with the broadcasters had been unsuccessful.

Mr. Weber also stated that he believed the quarter-hour rate basis the most promising sign of an agreement and if the broadcasters would agree that a definite sum of money is to be spent for reemployment of musicians in each locality there will be no need for the International Board to go into the complicated subject of different wages and hours for each local. In places where local hours and wages have been established the problem will be one of simple arithmetic: So many dollars will employ so many men so many hours. In places where there is no set scale, the local union will establish one in conformity with general practice. The executive body, he said, will determine whether the proposal offered by the broadcasters on Sept. 16 is acceptable; the local unions will deal with the stations in their own localities in working out the details of employment.

Asked whether the transcription and recording companies had already reached an agreement with the AFM, Mr. Weber replied that these companies are willing to come to an understanding with the union but that no official agreement with them can be made until the broadcasters have been dealt with.

In answer to a question as to what, if anything, the union intended to do about the advertisers who employ many musicians for their sponsored programs, Mr. Weber stated that neither the advertisers nor their advertising agencies are involved in this question, although they might be deprived of their musicians in case of a general radio strike. He added that as for the most part they employ name bands who are also employed in hotels and ballrooms the cessation of such employment would not throw many musicians out of work.

Wants $5,000,000

While inclined to be optimistic about the outcome of the negotiations with the broadcasters, Mr. Weber emphatically stated that unless radio will agree to employ a satisfactory number of men there will definitely be a strike. He estimated that an annual expenditure of about $5,000,000 for the industry would be about right, employing approximately 3,000 men at wages averaging between $35 and $40 weekly, although he stated that wages varied so greatly in different cities that he could not definitely say what the average would be.

The question of the effect the AFM demands would have on advertisers and their agencies was raised last week by E. V. Brinckerhoff & Co. Inc., transcription manufacturer, in a booklet addressed to members of the American Association of Advertising Agencies. The foreword points out that while the agencies' radio departments are responsible for the employment of a large percentage of the musicians regularly engaged in broadcasting, the agencies were not invited to attend the meeting called by the AFM to discuss ways and means of increasing employment of its members.

To inform them of what is happening Brinckerhoff published 300 copies of the booklet, which contains copies of the AFM demands on broadcasters and makers of phonograph records and transcriptions, of the two letters sent to all stations by the NAB and the networks, and of the letter sent to all stations by the NAB and the transcription companies. Mr. Brinckerhoff said that the booklet was very well received.

Agency interest in the question is reported to have reached the point of asking the AAAA to send out a general questionnaire to its membership to collect authentic information regarding agency expenditures. Officials of the AAAA refused to confirm or deny this rumor.

Broadcasters Questioned

Two questionnaires have been sent out, however, to broadcasters, one by the NAB to all stations and one by CBS to its affiliates, asking for the details of their employment of musicians, the amount of money spent for music by the station and its advertisers, the union regulations and scale under which it operates, the use of transcriptions and records, and similar data, which when compiled should give an accurate picture of radio's employment of musicians with which to check the statement of the AFM that 87% of the broadcasting stations employ no musicians at all and that the entire industry of approximately 700 stations employs only some 800 musicians. The NAB has not yet analyzed its returns.

The letter sent to all broadcast-

BROADCASTERS AT MUSIC PARLEY

REGISTRATIONS at the meeting of the Independent Radio Network Affiliates called in New York Aug. 16 and 17 aggregated 108 broadcasters who represented 154 stations, plus the Yankee and Oklahoma Networks. Invitations for the meeting were issued by executives of two stations in Louisville—WHAS and WAVE. A number of those present represented not only stations which they owned or directed but also other stations in their immediate area.

Invitations were issued only to independently owned stations affiliated with NBC, CBS, and Mutual. For the most part, those attending the sessions represented ownership or executive management of stations and station groups. Executives of network owned or operated stations were not invited.

The group will hold another general meeting Sept. 10, under present plans. Following are the registrations:

Donald B. Abert, WTMJ
Campbell Arnoux, WRTD, WTAR
Harry Bannister, WWJ
Stanley Barnett, WOOD, WASH, WXYZ
Hope Barroll, WFBR
Harold Batchelder, WFBR
John Bell, WBRC
Edgar Bill, WMBD
Barry Bingham, WHAS
Ray E. Blossom, WFBM
Lester Blumenthal, WSGN
F. W. Borton, WQAM
John Boyle, WJAR
Walter Bridges, WEBC
Willett Brown, KDB, KFRC, KGB, KHJ
Charles Buddle, WOKO, WTHT, WESG
Vincent Callahan, WWL
Martin Campbell, WFAA
Charles L. Carper, KFAB, KFOR, KOIL
A. L. Chilton, KLRA
Howard Clark, WJAS
William Clark, WIRE
Lee Coulson, WHAS
James Cox Jr., WHIO, WIOD
E. W. Craig, WSM
Walter Damm, WTMJ
Ted Dealey, WFAA
Franklin Doolittle, WDRC
Wesley Dumm, KSFO
James Eaton, WHAS
Don S. Elias, WWNC
Mark Ethridge, WHAS
Walter Evans, WGL, WOWO
Carl Everson, WHK, WHKC, WJAY
Dean Fitzer, WDAF
E. Boyd Fitzpatrick, WHOL
Cedric Foster, WTHT
J. Leslie Fox, KMBC
John Gillin, Jr., WOW
Earl Glade, KSL
Tom Gooch, KRLD
Emile J. Gough, KEHE, KNOW, KOMA, KTSA, KYA, WACO, WBAL, WCAE, WINS, WISN
Guy Hamilton, KERN, KFBK, KMJ, KOH, KWG
William Hedges, WLW, WSAI
Joseph Henkin, KSOO
Luther Hill, KRNT KSO, WMT
Harrison Holliway, KECA, KFI
Harold Hough, KGKO, KTOK, WBAP, Oklahoma Network
Barron Howard, WRVA
Jack Howard, WCPO, WMPS, WNOX
Stanley Hubbard, KIGA, KSTP
Joseph Imbrogulio, WFBR
Jessie Jacobsen, KFBB
Tilford Jones, KPRC, KRIS, KTRH, KXYZ
Lambdin Kay, WAGA, WSB
George F. Kelly, WCSH, WFEA
John A. Kennedy, WBLK, WCHS, WPAR
William Knight Jr., WTOC
Clarence Leich, WEOA, WGBF
Nathan Lord, WAVE
I. Lounsberry, WGR, WKBW
John C. McCormack, KTBS, KWKH
Clair McCollough, WAZL, WDEL, WGAL, WILM, WORK, WEST
Tom McCullough, WSPD
Ezra McIntosh, WWNC
Charles Manship, WJBO
Richard Mason, WPTF
Cecil Mastin, WNBF
Ed Meehan, WFAM, WSBT
Harold Meyer, WSUN
P. W. Morency, WTIC
R. Morris, WSOC
Charles Myers, KALE, KOIN, KVI
Ralph Nicholson, WDAE
Victor J. Nielsen, CFCF, CFCX
Leo Omelian, WLEU
William Pape, WBRY
Charlie Peace, WFBC
J. Leonard Reinsch, WHIO
Edney Ridge, WBIG
Dale Robertson, WIBX
Sam Rosenbaum, WFIL
Don Searle, KANS, KCKN, KMMJ, WIBW
Bill Scripps, WWJ
Richard Shafto, WCSC, WIS
John Sheppard III, Yankee Network
Allen T. Simmons, WADC
Henry Slavick, WMC
John Sorrells, WMC
Stuart Sprague, KSFO
Harry Stone, WSM
John Storey, WTAG
Theodore C. Streibert, WOR
W. H. Summerville, WGST
Clifford M. Taylor, WBEN, WEBR
Norman Thomas, WDOD
Edgar Twamley, WBEN, WEBR
S. C. Vinsonhaler, KLRA
James A. Wagner, WHBY, WTAQ
J. T. Ward, WLAC
Fred Weber, CKLW
William Welch, WSAR
Warren Williamson, WKBN
L. B. Wilson, WCKY
Don Withycomb, WFIL
Samuel Woodworth, WFBL
Hoyt B. Wooten, WHBQ, WREC
Ed Zimmerman, KARK, KELD

Music Strike Threat Calls for United Front—*An Editorial*

A BASIS for negotiations looking toward settlement of the strike threat of union musicians appears to have been established. A committee representative of the newly-formed Independent Radio Network Affiliates, operating purely on an "exploratory" basis, reports satisfactory progress in that it has at least been successful in procuring from AFM President Weber a statement that may be used as a starting point in conversations toward a solution.

Because of the work of the network affiliate group, stories about a cleavage in industry ranks have developed. That is regrettable. Practically all of 154 stations represented at the New York meetings last week are NAB members. They were called together because their problem was construed as one which the NAB, as the trade association of the entire industry, could not handle, since the relationship of the affiliated station with its network, in the light of the AFM demands, was different from that of the purely independent station.

NAB Needs Assistance

The situation is not one of the industry's choosing. It is time for calm, cool and collected action, under the aegis of the NAB and with the cooperation of all classes of stations —clear channel, regional and local, independent and network affiliated. If the NAB has not had the man-power to cope with such emergencies, steps should be taken to bolster it. Possibly, in these trying times, it should have a general counsel and a labor relations consultant. The AFM problem, while it is the immediate issue, is not the last one which will confront the industry—target of every conceivable kind of group seeking to exact from it all the tribute they can. Labor union activity, of course, reflects the tempo of the times, and must be met equitably and fairly. But the illusory demands for tribute from parasitical groups operating on the "soak the rich" theory because of unchallenged reports that radio figuratively rolls in wealth, must be checked.

In our last issue we essayed editorially to describe the present plight over reemployment of musicians and the onerous demands of AFM. That editorial drew instant and copious praise, which we humbly acknowledge. We said then that if AFM did not want to "get down to reason", then the strike should be called, and that radio, rather than accede to such confiscatory demands, should stand its ground.

We still feel that way. But we see some faint signs now of a willingness on the part of AFM and its learned advisors of Tin Pan Alley to "get down to reason". There have been no commitments; nothing is down on paper and battle lines are still drawn. By Sept. 16—the walkout date set—the situation may still be unsettled. Yet the fact that the preliminary conversations of the Network-Affiliate Committee with Mr. Weber proved amicable, and elicited for the first time a willingness to bargain, is heartening.

Exactly What Is Demanded?

We do not maintain that the AFM does not have an unemployment problem and that broadcasting should not do what it can to alleviate it. We do object, however, to the untenable and confiscatory demands made and to the refusal, until just before this writing, even to indicate what really was expected of stations in the way of a solution.

The broadcaster cannot relinquish the right to determine the number or calibre of men he will hire. He cannot legitimately be called upon to bear the bulk of the unemployment burden when his industry was not responsible for it and when other industries are not asked to share the load in equitable fashion. He will not capitulate to unfair tactics.

The Network-Affiliate group has an advisory committee of able men functioning. With President Weber they talked informally about dealing in expenditures rather than numbers of men. They talked about a guarantee by all stations to expend sufficient money to insure employment for 3,000 additional men, a figure that might mean something like $5,000,000 a year as the radio toll—another ASCAP type of tribute though in somewhat different garb.

We emphasize that nothing has been decided. President Weber must go into a huddle with his executive board. The Network-Affiliate Group must meet again under the agreement of last week's meeting. The rank and file of NAB membership must assume the responsibility of the final arrangement. And the solution this year may not be the ultimate answer, for next year, and next, revised demands can be made, again a la ASCAP.

The industry cannot rest on its oars at this time, no matter how bright the prospects for an amicable settlement or for postponement of the strike. Steps should be taken at once to survey the availability of recorded and transcribed and script program material for stopgap purposes in the event the strike actually is called. The industry should be fully prepared to cope with that contingency. There is an ample reservoir of broadcast material available to keep operating in a pinch. The industry wants to avoid chaos, but it should be ready.

Ethridge Leadership Lauded

The Network-Affiliate Group feels that in view of the exigencies of the situation a most satisfactory start has been made. Much credit is given Mark Ethridge, general manager of the *Louisville Courier-Journal* and *Times*, operating WHAS, for the harmony which prevailed during the trying sessions and for the general conduct of the meetings, over which he presided as chairman.

All things considered, we feel that this group has made the best of the circumstances. We feel, too, that the NAB, as the representative trade association, can now move into the picture where it could not a fortnight ago. The situation requires a united front. There should be no abortive movements or intra-industry strife. All broadcasters should be prepared to meet the issues squarely. The problem is their individual one—not that of any particular group or cast in the industry.

---

ers by the NAB and the networks on Aug. 5, describing the AFM demands on the transcription and phonograph record companies [BROADCASTING, Aug. 15], brought an answer from the makers of phonograph records, who pointed out that the NAB letter might lead some stations to believe that if they are given AFM licenses they will be able to broadcast phonograph records with no further trouble. This, say the recorders, is untrue; AFM cannot dispose of their rights and while they will not allow the broadcasting of records by stations not licensed by AFM, neither will they admit that any station has a right to broadcast phonograph records without the express permission of the makers. This letter, dated Aug. 24 and sent to all signers of the NAB letter, was signed by Decca Records Inc., Brunswick Record Corp., and RCA-Victor Co.

Letter to Record Makers

At the same time the record manufacturers were themselves in receipt of a letter signed by Harry Fox, general manager of Music Publishers' Protective Association, regarding its intention to license stations to broadcast phonograph records [BROADCASTING, Aug. 15]. Dated Aug. 23 and addressed to all phonograph record manufacturing companies, the letter reads:

I read with considerable interest articles appearing in various trade publications which purport to reveal your plans to undertake a system of licensing the radio broadcast of phonograph records manufactured by you.

I am constrained to call your attention to the fact that the manufacturing license granted to you by the copyright owners of the musical works recorded on such records does not extend permission to manufacture recordings intended for public performance for profit.

Accordingly, therefore, I anticipate that you will give adequate notice to all persons concerned that you have no authority at the present time from the copyright owners permitting you to manufacture recordings of their works for purposes of reproduction by radio broadcast stations.

A meeting between Milton Diamond, counsel for Decca Records Inc. and member of the recorders' committee, and Mr. Fox to discuss the various interests of the recorders and publishers was scheduled for Aug. 27.

Only the independent, non-network stations, comprising some two-thirds of the country's broadcasters, remain to be heard from. Individually, many of them have expressed the attitude that they have received no demands from the AFM and that until they do they are not going to worry about it, but let the networks fight it out. If, however, the network stations come to an agreement with the AFM on some such basis as previously discussed, the non-network stations will probably have to follow suit or lose their right to broadcast both transcriptions and phonograph records.

Furthermore, where the network affiliates may be able to pass a portion of their increased expenditures along to the networks' the non-affiliates have no one to fall back on, but must carry their own burden, which in some instances seems impossibly heavy. The negotiating committee of the Independent Radio Networks' Affiliates, while reporting to all stations as to their meetings with the AFM, sent letters to both Mr. Baldwin of the NAB and E. A. Allen, president of the National Independent Broadcasters, urging that the general meeting of all broadcasters be called in New York Sept. 11, the day following the IRNA meeting and five days before the industry must present its proposal for the employment of more musicians to the AFM.

Both NAB and NIB, however, on Aug. 27, decided against this call, with the NAB as the alternative, calling its board together on Sept. 10.

Both Mr. Elmer and Mr. Baldwin have conferred with Mr. Weber and other interested parties in New York on several occasions during the last fortnight. During those conversations, however, Mr. Weber would not divulge the desires of AFM, but instead insisted upon a "proposition" from the broadcasters themselves.

XUM

Mantle's Spot in Canada

MANTLE LAMP Co., Chicago, on October 4 will start five-minute spots two and three times weekly on nine Canadian stations, with the possibility that other Canadian outlets may be added. These stations have been definitely set: CFRB, CHRC, CKCW, CFQC, CFCN, CFJC, CHWK, CKY, CJCA. Presba, Fellers & Presba Inc., Chicago, is agency.

BATTLE CREEK FOOD Co., Battle Creek, Mich., for its health products, thru John L. Wierengo & Staff Inc., Battle Creek, on Sept. 7 starts for 13 weeks weekly participation in *Ann Warner Chats With Her Neighbors* program on KFI, Los Angeles, Tuesday, 10:45-11 a. m.

• THE DAILY HABIT OF OVER ONE-HALF MILLION PEOPLE

. . . with an income the highest in Wisconsin outside of Milwaukee. Write or wire for details.

JAMES A. WAGNER
Managing-Director

FULL TIME CBS STATION

WTAQ
GREEN BAY • WISCONSIN

Late Personal and News Notes

WILLIAM F. HOLLAND, since 1931 a member of the sales staff of WCKY, Cincinnati, will open advertising offices in the Glenn Bldg., Cincinnati, September 1, specializing as radio broadcast counsellor. Holland entered division of radio from the musical end, had been at WLW as a musician for two years before joining WCKY.

GEORGE H. INCLEDON, formerly account executive at Selviair Broadcasting System Inc., Chicago, has been appointed head of the newly-created radio department of Ford, Browne & Mathews, Chicago. Mr. Incledon was also on the sales staff of WJJD before joining the Selviair agency.

LOU WINSTON, vice-president of Atlas Radio Corp., Hollywood, on Aug. 28 left that city on a business trip to St. Louis and other mid-western cities, contacting clients on fall business. Concern has started cutting 52 additional quarter hour episodes of the *Magic Island* serial, written by Perry Crandall.

C. P. McASSEY, account executive of Schwimmer & Scott, Chicago, on Sept. 1 joined the local sales division at NBC-Chicago. Before going to Schwimmer & Scott in June, Mr. McAssey had been commercial manager of WCFL since 1932. He succeeds John Sandburg, who has joined the advertising department of Swift & Co.

GILBERT NEWSOME, formerly of Norfolk, on Sept. 1 joins the staff of WRTD, Richmond, as an announcer. Newsome has been connected with WGH, Newport News. Ernest Bowman has also assumed his duties as announcer for WRTD, swapping places with John Carl Morgan, of WTAR, Norfolk, who pinch-hit for him at WRTD as guest announcer while Bowman was at WTAR.

GEORGE O. COUPER, formerly with the Advertising Service Co., Chicago, has joined KXBY, Kansas City, in a sales capacity. Mr. Couper has been radio director of numerous Chicago agencies including Baggaley, Horton & Hoyt, Hays MacFarland & Co., and Critchfield & Co.

RUSH HUGHES, for five years commentator on the five-weekly quarter hour NBC-Pacific Red *Langendorf Pictorial*, sponsored by Langendorf United Bakeries Inc., will leave that program Sept. 25.

JOSEPH H. McGILLVRA has assumed representation of KDAL, new CBS outlet in Duluth, and KFJM, Grand Forks, N. D. Neither of the stations previously had a representative.

DON E. GILMAN, NBC western division vice-president, Hollywood, has been named radio departmental chairman of the Pacific Advertising Clubs Association annual convention to be held in Los Angeles in June, 1938.

RAY BUFFUM, formerly of the Robert S. Taplinger Inc., Hollywood publicity service, has joined Ruthrauff & Ryan Inc., that city as West Coast publicity director. He was at one-time publicity director of KFWB, Hollywood.

JOHN H. LUBS, who has resigned from the New York office of United States Advertising Corp., and who operated his own agency for several years, has joined Luckey-Bowman Inc., New York, as account executive.

WILLIAM J. ANDREWS, for several years San Francisco NBC supervisor of announcers, has been promoted to a newly created position of night manager of the network's Hollywood studios, taking over his duties Sept. 6. Richard Ellers, an NBC San Francisco announcer since 1931, recently placed in charge of night operations, replaces Andrews as supervisor of announcers. Robert Dwan, who was Eller's assistant, becomes night supervisor. Robert McAndrews will be transferred from announcing to Dwan's former assignment.

MANN HOLINER, director of radio, Lennen & Mitchell Inc., New York, is leaving this week for Hollywood to handle production on the *Tyrone Power* series of broadcasts for the John H. Woodbury Co., Cincinnati. Mr. Holiner will be replaced by Jay Clark, his assistant, while away. The Woodbury program will start Oct. 3 on the NBC-Blue network at 9-9:30 p. m., EST, replacing the *Rippling Rhythm Revue*, and will consist of dramatic sketches of well-known plays and short stories. Mr. Power will be supported by prominent stage and screen guest stars.

JACK KAPP, president of Decca Records Inc., New York, arrived in Hollywood Aug. 12 for six weeks, combining business and pleasure.

West Coast Series Involved in Shifts

Ken Murray Half-Hour Ceases; Cantor Shifts to Wednesday

CAMPBELL SOUP Co., Camden, N. J. (tomato juice), will discontinue its half-hour CBS *Ken Murray-Oswald* broadcasts after Sept. 22, with no program replacement until *Amos 'n' Andy* joins the company Jan. 1. Ken Murray, headliner on the current program, moves to the CBS *Hollywood Hotel* program as a regular feature of the Campbell Soup Co. broadcast.

Decision on the shift in the Campbell broadcast setup, believed imminent since signing of *Amos 'n' Andy*, despite denials by F. Wallis Armstrong Co., agency handling account, followed agreement by Murray to join forces with *Hollywood Hotel*. Under agreement, Oswald, Marlyn Stuart and Murray's writers, Royal Foster and Johnny Hyman, remain with him. Murray's unit will be fitted into the hour show which will be materially revamped. Murray will probably take over duties of master-of-ceremonies.

Eddie Cantor Explains

Diana Bourbon, Hollywood agency manager, now producing *Ken Murray-Oswald* programs, will handle the *Amos 'n' Andy* broadcasts. Discontinuance of the Campbell half-hour is said to have met with Murray's approval as he has wanted to be routined on a full hour program.

Eddie Cantor's new Texaco series will take over the CBS time formerly occupied by Murray on Sept. 29. Cantor's switch from Sunday to the Wednesday, 8:30 p. m. time is to avoid the opposition of the NBC *Chase & Sanborn Hour*. It will mark the first time in six years that Cantor has broadcast on any night except Sunday. Cantor, in statement issued, said:

"It has been my feeling for some time that it was unfortunate to divide the listening audience on Sunday nights between two important shows. When this new time became available naturally we arranged the change." Cantor was previously sponsored by Chase & Sanborn.

Local Dr. Pepper Spots

DR. PEPPER BOTTLING Co., Roanoke, Va., has started a contest on WDBG, Roanoke, WSVA, Harrisonburg, Va., and WLVA, Lynchburg, Va., in which cards, dealer broadsides, point of sale display and newspapers are being used as supporting media. The contest is being duplicated by Dr. Pepper companies in a number of nearby regions and stations tentatively listed are WCHV, Charlottesville, Va.; WGH, Newport News; WPHR, Petersburg; WRVA, Richmond. Houck & Co., Roanoke, is agency for the regional campaign.

BARNEY'S CLOTHES Inc., New York (men's clothing), has appointed Alvin Austin Co., New York, to handle its radio advertising. Emil Mogul, formerly with Schillin Adv. Corp., New York, who has been account executive for Barney's since the store started its radio advertising, has joined Alvin Austin Co. as executive secretary. WMCA, New York, will carry six half-hour and seven 15-minute programs weekly, and WNEW, New York, will carry seven half-hour and six 15-minute programs weekly.

THE MOST POWERFUL STATION

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

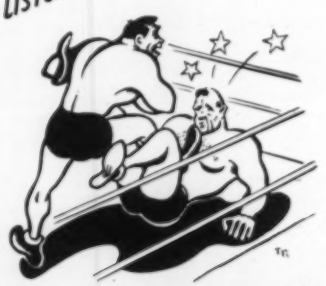
25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

"IT'S GOT MOST OF THE LISTENERS... MOST OF THE TIME!"



The MILWAUKEE JOURNAL STATION WTMJ

CHARLIE EARNS 100 IN TIME-SELLING IN ONE REEL!

With apologies to Charlie McCarthy and Edgar Bergen.

"What are the prospects for radio station business this Fall, Charlie?"

"Prospects? Don't you ever read BROADCASTING? Everyone knows that more national advertisers are preparing to 'board the broadcasting bandwagon' this Fall than ever before. Why . . ."

"That will do, Charlie. How about national spot?"

"Any dummy knows that national spot is due for the biggest gain of all. New advertisers flocking into radio; old spot users coming back stronger than ever; national advertisers supplementing network programs with extensive spot! Why, it's colossal!"

"Indeed it is. But how can the radio station best reach the men who are placing this increased spot business? How can they most effectively and economically 'sell' them on their facilities?"

"Ask me something hard. Through BROADCASTING, of course!"

"Correct. But tell me why you specify BROADCASTING."

"Ho, hum. Because BROADCASTING'S 7,000 circulation includes every advertiser and agency of radio consequence. Because time-buyers read it religiously. Because a recent WBS survey conclusively proved BROADCASTING the favorite radio trade magazine of advertising executives everywhere. Because . . ."

"Enough! Enough! Charlie, you earn 100 in time-selling!"

And now, Mr. Station Manager, how would you like to earn 100 in time-selling, too? It's simple! Just follow Charlie's advice and tell your story in the magazine that TIME-BUYERS read. Maybe you're puzzled about the most effective means of preparing your insertions. Nothing to it! Just mail data relative to your market and your station to BROADCASTING. Our copy and layout department will be glad to prepare a suggested campaign that will do the job.

Yes, sir! Time-buyers read BROADCASTING! They comb it for complete, reliable, up-to-the-minute information about their industry. And 150 stations regularly catch the buying eye of these time-buyers through BROADCASTING. Take a tip from them!

BROADCASTING

Broadcast Advertising

870 National Press Bldg. Washington, D. C.

XUM

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

AUGUST 14 TO AUGUST 28 INCLUSIVE

Decisions . . .

AUGUST 18

APPLICATIONS GRANTED:

WISN, Milwaukee—CP move aux trans.

WRGA, Rome, Ga.—CP change equip.

WTOC, Savannah—CP change antenna, increase D 1 to 5 kw.

KVOX, Moorhead, Minn.—Mod. CP tran. site, increase D to 250 w, hours to unl.

WIP, Philadelphia — Extension temp. auth. 1 kw.

WJBO, Baton Rouge; KGLO, Mason City; WIND, Gary; WPRA, Mayaguez, P. R.; KSUB, Cedar City, Utah; WCKY, Cincinnati; WGTM, Wilson, N. C.; WTAR, Norfolk, Va.; WRDW, Augusta; KOCA, Kilgore, Tex.; KTKC, Visalia, Cal.; WTHT, Hartford—License for CP in each case.

WFLA-WSUN, Clearwater, Fla.—Mod. license to sever joint license and form two stations WFLA and WSUN, spec. hours. 620 kc 1 kw D, vol. assign. WFLA to Florida West Coast Brdcstg. Co.

NEW, Yankee Network, Boston — CP high freq. 250 w.

SET FOR HEARING—NEW, Hollenbeck Heights Christian Church, Los Angeles, CP 1170 kc 100 w ltd.; NEW, Shirley D. Parker, Yakima, Wash., CP 1310 kc 100 w 250 w D unl.; NEW, Times Printing Co., Chattanooga, CP 1120 kc 500 w 1 kw D unl.; NEW, Gila Brdcstg. Co., Safford, Ariz., CP 1420 kc 100 w 250 w D unl.; NEW, WWPO Inc., Pittsburgh, CP 1120 kc 250 w unl.; NEW, Chas. F. Engle, Natchez, Miss., CP 1210 kc 100 w 250 w D unl.; NEW, Burl Vance Hedrick, Salisbury, N. C., CP 1340 kc 1 kw D; NEW, Northwestern Brdcstg. Co., Vernon, Tex., CP 1500 kc 100 w unl.; NEW, J. F. Rogers, Harlingen, Tex., CP 1370 kc 100 w 250 w D unl.; NEW, Floyd A. Parton, San Jose, Cal., CP amended to 1170 kc 250 w D; NEW, Richland Brdcstg. Co., Mansfield, O., CP 1370 kc 100 w D; WJSV, Washington, CP move trans., directional, increase to 50 kw; KSTP, St. Paul, CP directional increase to 50 kw; KFBI, Abilene, Kan., CP move to Wichita, new equip.; WGAR, Cleveland, CP amended re equip., directional N, increase to 1 kw 5 kw D; WKFJ, Daytona Beach, Fla., mod. CP re trans. site, equip., radiator, change 1420 to 1240 kc, increase 100 w to 1 kw; KRRV, Sherman, Tex., CP change 1310 to 1450 kc, increase to 500 w unl., contingent KTBS change in freq.; KTBS, Shreveport, La., CP change 1450 to 620 kc, directional; WKBZ, Muskegon, Mich., mod. license 1500 to 1200 kc; KVEC, San Luis Obispo, Cal., mod. license to unl.; KFDM, Beaumont, Tex., vol. assign. license to Beaumont Brdcstg. Corp.

ORAL ARGUMENTS GRANTED—Oct. 21—Monterey Peninsula Brdcstg. Co., Del Monte, and Salinas Newspapers Inc.; Oct. 28—Bend Bulletin, Bend, Ore.; West Texas Brdcstg. Co., Wichita Brdcstg. Co. and Faith Brdcstg. Co., KFPL, Dublin, Tex., WFTX Inc., Wichita Falls, Chase S. Osborn Jr., Fresno, Waterloo Times-Tribune Pub. Co.; Nov. 4—Schuylkill Brdcstg. Co., Pottsville News & Radio Corp., W. W. Ottaway, W. E. Whitmore, KROY; Nov. 18—KSD, KFUO, KOOS, T. E. Kirksey, WORL.

RETIRED TO CLOSED FILES—Frank Ryan, Detroit, temp. auth. transmit CKLW program; Dr. A. H. Schermann, CP relay station; Radio Service Corp. of Utah, CP relay station; Intermountain Brdcstg. Corp., CP relay station.

APPLICATIONS DISMISSED — WKEU, Griffin, Ga.; WDSU, New Orleans; WFBR, Baltimore; NEW, Hearst Radio Inc., Albany; KGA, Spokane; NEW, WKY Radiophone Co., Oklahoma City; WBNO, New Orelans; NEW, Carlinas Radio Inc., Charlotte, N. C.; WCMI, Ashland, Ky.; NEW, Even News Press Inc., Port Angeles, Wash.; WDZ, Tuscola, Ill.; New, A. I. Beaird, Jasper, Ala.

MISCELLANEOUS—W. E. Whitmore, Hobbs, N. M., denied motion strike exceptions to Ex. Rep. I-499; NEW, Ann Arbor Brdcstg. Co., Ann Arbor, Mich., extension time granted to file exceptions to Ex. Rep. I-461; NEW, Old Colony Brdcstg. Corp., Lawrence, Mass., denied extension decision on applic. Hildren & Rogers Co. and Old Colony Brdcstg. Corp.; WAVE, Louisville, granted pet. intervene WCRC applic.; WIRE, Indianapolis, granted pet. intervene applic. of Bruce McConnell; WFBM, Indianapolis, same; WSBT, South Bend, Ind., granted pet. intervene applic. Walker & Chapin; WTOC, Savannah, granted pet. intervene applic. Seaboard Brdcstg. Corp.; WOW, Omaha, granted pet. intervene Great Western Brdcstg. Co.; WTAQ, Green Bay, Wis., granted pet. intervene Walker & Chapin; WIBG, Glenside, Pa., denied reconsid. & grant without hearing applic. vert. antenna, increase 100 w D to 5 kw LS Chicago; KGBW, Rapid City, S. D., denied reconsid. & grant without hearing applic. vol. assign. license; NEW, T. E. Kirksey, Waco, Tex., denied pet. remand for further hearing; WHBF, Rock Island, Ill., denied request new announcement including Rock Island, Moline and Davenport; NEW, United Theatres Inc., San Juan, P. R., granted postponement hearing to 9-24-37; KOY, Phoenix, Ariz., granted pet. accept answer on applic. Ark Brdcstg. Co.; NEW, Jules J. Rubens, granted waiver Rule 104.6(b) and accept answer in applic. Evanston Brdcstg. Co.; KRKD, Los Angeles, denied pet. Frank Doherty, transferor, for dismissal without prej. auth. transfer control, Commission dismissed the applic. with prejudice; WKBB, E. Dubuque, Ill., denied request. to furnish applic. certain documents submitted by FCC departments re applic. Telegraph-Herald, Dubuque; Gross & Shields, Saginaw, Mich., granted ext. time file applic. approval trans. site; WBNO, New Orleans, granted in part pet. auth. move trans., studio sites locally, new antenna and equip., with CP change 1200 to 1420 kc increase to 100 w 200 w D unl. remaining in dockets for hearing.

RATIFICATION—Continental Radio Co. denied 30-day extension effective date of decision on applic. Continental Radio Co., Community Brdcstg. Co. and WALR Brdcstg. Corp.

AUGUST 19

MISCELLANEOUS—NEW, Chase Osborn Jr., Fresno, Cal., denied rehearing on applic. George Harm, Fresno, which was granted 7-2-37; WKBB, E. Dubuque, Ill., denied extension effective date decision on applic. Telegraph-Herald, Dubuque, granted 7-2-37; NEW, E. Anthony & Sons, Pawtucket, R. I., denied rehearing applic. CP new station; NEW, Voice of Greenville, Greenville, Tex., dismissed petition of Voice of Greenville & Southland Industries Inc. for rehearing on applic. Hunt Brdcstg. Assn. new station, granted 5-18-37, and carried to court by Southland Industries.

AUGUST 24

KUMA, Yuma, Ariz.—Granted extension temp. auth. remain silent pending action on CP move trans.

MISCELLANEOUS—KGB, San Diego, granted pet. intervene Adams Recording Studio case; WPEN and WRAX granted pet. waiver Rule 104.6(b) and accepted answer to appearance of Southern Minn. Brdcstg. Co., Rochester, Minn.; granted motion W. Va. Brdcstg. Corp., Wheeling, for continuance hearing on applic. CP to 11-15-37; Falls City Brdcstg. Corp., denied reconsid. and grant in part daytime hours its applic. for CP denied 7-6-37.

Examiners' Reports . . .

NEW, Summit Radio Corp., Akron—Examiner Bramhall recommended (I-476) that applic. CP 1530 kc 1 kw unl. be granted.

WGL, Fort Wayne—Examiner Berry recommended (I-477) that applic. increase D to 250 w be granted.

WMMN, Fairmont, W. Va.—Examiner Irwin recommended (I-478) that applic. increase 500 w 1 kw LS to 1 kw 5 kw LS be granted.

NEW, Key City Brdcstg. Co., Kankakee, Ill.—Examiner Berry recommended (I-479) that applic. CP 1500 kc 100 w unl. be denied.

NEW, Robert Raymond McCulla, Oak Park, Ill.—Examiner Berry recommended (I-480) that applic. CP 1500 kc 100 w D be denied.

KABR, Aberdeen, S. D.—Examiner Hyde recommended (I-481) that applic. CP change 1420 kc 100 w unl. to 1390 kc 500 w 1 kw LS unl. be granted.

NEW, Don M. Lidenton, A. L. McCarthy, Poplar Bluff, Mo.—Examiner Irwin recommended (I-482) that applic. CP 1310 kc 100 w D be granted.

NEW, Hickory Brdcstg. Co., Hickory, N. C. — Examiner Irwin recommended (I-483) that applic. CP 1370 kc 100 w D be granted.

AUGUST 16

WESG, Ithaca—Mod. license 1040 to 850 kc, hours to LS New Orleans.

NEW, James F. Hurley Jr., Salisbury, N. C.—CP 1500 kc 100 w D.

WSIX, Nashville—CP new trans., increase D to 250 w.

AUGUST 18

WFAB, New York—Vol. assign license to Debs Memorial Radio Fund Inc.

WAYX, Waycross, Ga.—Vol. assign. CP and license to Jack Williams.

WMFR, High Point, N. C.—Mod. license D to unl.

KABC, San Antonio — Auth. transfer control to Elliott Roosevelt.

NEW, Madison Brdcstg. Co., Madison, Wis.—CP 1450 kc 250 w unl. directional.

NEW, Champaign News-Gazette, Champaign, Ill.—CP 1606, 2022, 2102, 2758 kc 100 w.

KHUB, Watsonville, Cal.—Vol. assign. license to John P. Scripps.

KMED, Medford, Ore.—CP increase to 1 kw, new trans.

KAST, Astoria, Ore.—CP vert. antenna, increase D to 250 w, change 1370 to 1200 kc, D to unl.

AUGUST 20

NEW, Arlington Radio Service Inc., Arlington, Va.—CP 1510 kc 250 w unl., amended to 1140 kc 1 kw D.

NEW, Cuyahoga Val. Brdcstg. Co., Cleveland—CP 1500 kc w D, amended to unl.

NEW, Cuyahoga Val. Brdcstg. Co., Warren, O.—CP 1200 kc 100 w unl.

WAPO, Chattanooga—License for CP increase power, change hours.

WMBG, Richmond, Va.—CP increase D to 1 kw directional.

WSMB, New Orleans—License for CP as mod. new trans., move trans.

WMFJ, Daytona Beach, Fla.—Mod. CP new trans.

KVSO, Ardmore, Okla.—CP increase D to 250 w.

WLBL, Stevens Point, Wis.—License for CP as mod.

NEW, Woodmen of World Life Ins. Assn., Omaha—CP high freq. 100 w.

KUMA, Yuma, Ariz.—CP vert. antenna, move trans.

AUGUST 20

WKBW, Buffalo—CP change equip., increase 5 to 10 kw, use present WGR trans.

WGR, Buffalo—CP use WKBW's transmitter.

WCNW, Brooklyn—CP move trans.

WBLY, Lima, O.—Vol. assign. license to Fort Industry Co.

KALB, Alexandria, La.—CP new trans., increase D to 250 w.

KID, Ida Falls, Id.—CP increase D to 5 kw.

AUGUST 24

WJAR, Providence—License for CP increase power.

WMBG, Richmond, Va.—CP increase 500 w to 500 w 1 kw D, amended to 1 kw N & D.

KSO, Des Moines—CP change trans., directional N, increase 500 w 2½ kw D to 1 kw 5 kw D.

KCRJ, Jerome, Ariz.—License for CP change equip., vert., antenna, increase power, change hours, move trans.

KTFI, Twin Falls, Id.—CP increase 1 kw to 1 kw 5 kw D, move trans., amended to omit increase in D power.

AUGUST 26

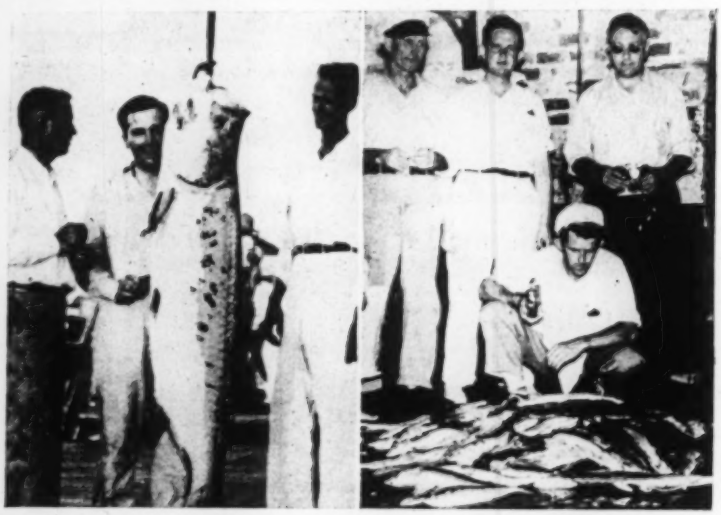
NEW, Thumb Brdcstg. Co., Sandusky, Mich.—CP 500 w 1 kw D unl., amended to specify 950 kw, change name to Fred R. Fitch, d.b. Thumb Brdcstg. Co.

WACO, Waco, Tex.—CP increase D to 250 w.

KNOW, Austin, Tex.—CP increase D to 250 w, change antenna.

NEW, Constitution Pub. Co., Atlanta—CP 1240 kc 1 kw 5 kw D unl., directional N.

NEW, South Bend Tribune, South Bend, Ill.—license and CP high-freq. 100 w.



PROUD IZAAK WALTONS—Radio men prove piscatorial prowess pictorially. In left photograph, center, is Jesse Butcher, NBC station relations, with 100-lb. tarpon he caught after 45 minutes of hard fighting off Port Aransas, President Roosevelt's favorite fishing grounds in the Gulf of Mexico. With him were, left, George Morrison, program director of KRIS, Corpus Cristi, and Cliff Tatom, KRIS manager, right. In right photograph, left to right, are Dick Mason, manager of WPTF, Raleigh; Harry Hulick, WPTF chief engineer, and C. W. Horn, NBC technical director, with part of the 430 pounds of Spanish mackerel they caught while fishing late in August out of Moorhead City, N. C., the season's record catch for that particular region, it is understood.

Chevrolet Renews

CHEVROLET MOTOR Co., Detroit, will renew *The Musical Moments* transcription series Sept. 6 on 267 stations for another 13-week period. Talent for the series will include Graham McNamee as announcer, Songsmiths Quartet, Victor Arden's orchestra and guest soloists. The broadcasting schedule for the quarter-hour transcriptions calls for two to three airings each week. Campbell-Ewald Co., of New York, has the account.

Bromo-Seltzer Back

EMERSON DRUG Co., Baltimore (Bromo-Seltzer) has signed Sidney Skolsky, Hollywood columnist, for a series to start Oct. 6 over the nationwide NBC-Blue network, Wednesdays, 8:30-8:45 p. m., EST. J. Walter Thompson, New York, is the agency. Bromo-Seltzer has been off the air since the fall of 1935.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

PARKER WATCH Co., New York, on Sept. 12 starts *Sunday Morning Quarterback* starring Benny Friedman on 2 MBS stations (WOR, WGN), Sun., 11:30-11:45 a. m. Agency: De Garmo Corp., N. Y.

PHILCO RADIO & TELEVISION Co. of Cal., San Francisco, (radio sets) on Sept. 6 starts series of 16 broadcasts *Who Killed Cock Robin?* on a Mutual-Don Lee network (KFRC, KDON, KHJ, KDB, KGB, KXO, KVOE, KQW, KFXM), 8:30-8:45 p. m. (PST).

HECKER PRODUCTS Corp., New York (Hecker H-O, cereal), on Sept. 7 starts *Daily Information Service*, with Myra Kingsley, astrologer, and Jean Paul King, commentator, on 29 MBS stations, Mon. thru Fri., 11:45 a. m.-noon (repeat 1:30 p. m.). Agency: Erwin, Wasey & Co. Inc., N. Y.

PET MILK SALES Corp., St. Louis (condensed milk), on Oct. 2 starts *Your Pet Program* on 51 CBS stations, Sat., 9:30-10 p. m. Agency: Gardner Adv. Co., St. Louis.

LAMONT CORLISS Co., New York (Danya hand lotion) on Nov. 3 starts two quarter-hours a week — Wednesday and Friday—on *Women's Magazine of the Air*, on NBC-Pacific Red 3 to 4 p. m. (KPO, KFI, KOMO, KGW). Agency: J. Walter Thompson Co., N. Y.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Oct. 6 starts *Sidney Skolsky* on NBC-Blue, Wed., 8:30-8:45 p. m. Agency: J. Walter Thompson Co., N. Y.

PURITY PRODUCTS Inc., Jersey City, N. J. (vitamin beverage tonic), on Sept. 14 starts *Victor H. Lindlahr* on 7 MBS stations, Tues., Thurs., Sat., 9:30-10 p. m. Agency: Franklin Bruck Adv. Corp., N. Y.

LAMBERT PHARMACAL Co., St. Louis (Listerine, toothbrushes), on Aug. 30 started for 26 weeks *The Newlyweds* on 6 CBS Pacific stations (KNX, KSFO, KOIN, KOL, KFPY, KVI), Mon. thru Fri., 10:45-11 a. m. (PST). Agency: Lambert & Feasley Inc., N. Y.

DUART SALES Co. Ltd., San Francisco (Creme of Milk), on Sept. 12 starts *The Passing Parade* with John Nesbitt on 15 MBS stations, Sun., 9:15 p. m. (rebroadcast 12:15-12:30 a. m.). Direct.

HECKER PRODUCTS Corp., New York (Silver & Gold Dust cleansers) on Aug. 31 started *Advice to the Lovelorn* on 11 MBS stations, Tues., 2:45-3 p. m. with repeat on four Yankee Network stations (WTIC, WTAG, WNAC, WEAN). Agency: BBDO, N. Y.

AMERICAN STATE MAGAZINE, Los Angeles (publication), on Aug. 12 started for 5 weeks *Talks on the Horse Racing Question*, on 8 Don Lee stations (KHJ, KGB, KDB, KFRC, KPMC, KDON, KXO, KVOE), Thurs., 7:30-7:45 p. m. (PST). Agency: R. H. Alber Co., Los Angeles.

PRO-KER LABORATORIES, New York (Pro-Ker hair tonic) on Sept. 12 starts a 13-week campaign over two NBC-Red network stations in California (KPO, KFI) *Hair Raisers*, Sun., 3:45-4 p. m. on Sept. 12 and 19, thereafter Sun., 1:15-1:45 p. m. PST. Agency: General Adv. Agency, Los Angeles.

LYDIA PINKHAM MEDICINE Co., Lynn, Mass. (medicine compound), on Sept. 27 starts *Voice of Experience* (transcriptions), on California Radio System (KEHE, KYA, KFBK, KWG, KMJ, KERN), Mon. thru Fri., 1:45 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

QUAKER OATS Co., Chicago (Aunt Jemima pancake flour), on Aug. 31 starts *Aunt Jemima's Cabin at the Crossroads* on 5 NBC stations (WJZ, WMAQ, WBZ-WBZA, KDKA, WXYZ) Tues. thru Sat., 9:45-10 a. m. Agency: Lord & Thomas, Chicago.

Renewal Accounts

CARDINET CANDY Co., Oakland, Cal. on Sept. 5 renews *Night Edition* for 52 weeks on 5 NBC-Red network stations (KPO, KHQ, KOMO, KGW, KFI) and add five more Western NBC stations (KTAR, KOA, KDYL, KGIR, KGHL). Agency: Tomaschke-Elliott Inc., Oakland.

AMERICAN HOME PRODUCTS Corp., New York (remedies), on Sept. 13 renews *Mrs. Wiggs of the Cabbage Patch*, *John's Other Wife*, and *Just Plain Bill*, for 52 weeks on NBC-Red network, Mon. thru Fri. 10-10:45 a. m., (rebroadcast 1:15-2 p. m.). Agency: Blackett-Sample-Hummert Inc., N. Y.

RIO GRANDE OIL Co., Los Angeles (gas & oil), on Aug. 19 renewed for 52 weeks *Calling All Cars* on 11 Don Lee stations, Thurs., 8-8:30 p. m. (PST). Agency: Hixson-O'Donnell Inc., Los Angeles.

TOWNSEND NATIONAL RADIO CLUB, Los Angeles, (old age pension), on Aug. 2 renewed for 13 weeks *Townsend Plan Talks*, on 11 Don Lee stations, Mon. 8:45-9 p. m. (PST). Agency: Lisle Sheldon Radio Adv., Los Angeles.

CAMPANA Corp., Batavia, Ill. (Italian Balm), on Sept. 3 renews *Campana's First Nighter*, for 52 weeks, on 44 NBC-Red stations, Fri., 10-10:30 p. m. Agency: Aubrey, Moore & Wallace Inc., Chicago.

GORDON BAKING Co., Detroit, on Sept. 27 renews *The Lone Ranger* on a coast-to-coast MBS network Mon., Wed., and Fri., 7:30-8 p. m. Agency: Brooke, Smith, French & Dorrance Inc., Detroit.

Network Changes

AMERICAN CAN Co., New York, on Sept. 7 switches Ben Bernie from NBC New York to Hollywood.

SIGNAL OIL Co., Los Angeles, on Sept. 26 shifts *Carefree Carnival*, to Sun., 7:30-8 p.m. (PST).

TEXAS OIL Co., New York, on Sept. 29 resumes *Eddie Cantor*, shifting to Wed., 8:30-9 p. m. on CBS, repeat at 11:30, with lapse of 10 days when final summer program is heard Sept. 12.

GEORGE McGARRETT, of Young & Rubicam Inc., continues in charge of production of the *Town Hall Tonight* series sponsored on NBC-Red by Bristol-Myers Co., New York, assisted by William Rousseau.

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY ILLINOIS

UNIVERSAL CRYSTAL MICROPHONE

Ideal for p. a. systems, special events, call systems, amateur phones, etc. Rugged. Chrome finish. Output level 65 d. b. Furnished in handi-mike model, or stand model as shown. 10 ft. cable. Desk stands $2.50 for stand model. Licensed under patents of Brush Development Co. $22.50 List handi model: $3.50 for

Microphone Division
Universal Microphone Co., Ltd.
424 Warren Lane. Inglewood, Calif.

Enacts Own Role

BASIL LOUGHRANE, radio director of Lord & Thomas, Chicago, and a one-time member of the Royal Northwest Mounted Police, enacted a role from real life in a broadcast of the *NBC-Jamboree* over NBC-Red Network Aug. 28. The Jamboree play, *Carry On*, dramatized the occasion. when Loughrane single-handedly prevented a riot in a French-Canadian lumber camp during the period when the O. B. U. (One Big Union) was organizing workers in the North Woods.

Popularity of Programs Is Increasing, Crossley Audience Survey Shows

THE average popularity of programs during the past winter was about 30% greater than during the previous summer, according to analysis of 233 network programs (144 evening and 89 daytime) broadcast between October, 1936, and April, 1937, recently completed by the Cooperative Analysis of Broadcasting, New York, an offshoot of the Association of National Advertisers.

The data, gathered by Crossley Inc., are based on 255,000 completed interviews and indicate popularity of programs by type, length of broadcast and geographical sections in addition to an analysis of sponsored network programs by income levels.

Personality shows were the most popular; amateur broadcasts dropped to second place; variety shows were third and semiclassical programs moved from sixth to fourth place, according to the report. The 10 leading evening programs for the seven month period were: *Jack Benny*, (Jell-o); *Eddie Cantor* (Texas Co.); *Major Bowes Amateur Hour* (Chrysler); *Lux Radio Theatre* (Lever Bros.); *Fred Allen* (Bristol-Myers); *Burns & Allen* (Campbell's Tomato Juice); *Hollywood Hotel* (Campbell's Soup); *Rudy Vallee* (Royal Gelatin); *Bing Crosby* (Kraft Phenix); *Phil Baker* (Gulf Oil).

During the past winter as compared with the previous summer, the most striking change in daytime programs was the increase in number. For the summer of 1936 the CAB was able to analyze only 47 programs, but for the winter period 89, an increase of almost 90%. The number of daytime programs rating over 5% increased nearly 80%, while those rating less than 1% declined 35%, indicating an improvement in the amount of listening to daytime programs. Moreover, according to the report, the past winter showed a greater diversity in daytime sponsored programs.

Keystone State Series

SPOT announcements promoting motoring safety in Pennsylvania will be started on at least 26 stations in that state Sept. 15, through Oct. 15, under sponsorship of the Governor's Highway Safety Council. Forty announcements will be broadcast, two one-minute announcements an evening, five evenings a week, warning of common highway hazards. Barnes & Aaron Adv. Agency, Philadelphia, is handling the spot phase of the State's campaign. The entire Quaker Network is included in the schedule.

Sterling Places Discs

STERLING PRODUCTS Inc., Wheeling, will use 14 stations for its *Way Down East* transcribed series, starting September 27. Fifteen-minute WBS discs will be used for Danderine two days a week and for Haley's M-O three days a week for 39 weeks. Stations include WOR, WNAC, WFBR, WGN, WSB, WFAA, WHO, WDAF, WBEN, WCAU, and an unselected Los Angeles station. Blackett-Sample-Hummert Inc., New York, is agency.

The Largest Independent Frequency Measuring Service in the Country

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

Scientific RADIO SERVICE . . . *Announces a*

→ 20% REDUCTION ←

on their "A" cut or Low Temperature Co-efficient Crystals

NEW LOW PRICE . . . **$40 EA.** TWO FOR $75 *formerly $50 each*

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. *Approved by F.C.C.*

Scientific Radio Service
Dept. 917, 124 Jackson Ave., University Park, Hyattsville, Md.

Merchandising & Promotion

Murphy's Prizes — Life Postal — Bumper Money — For Furs—Shots of Joe—Uncle's Kiddies—Coach Craft

MORE than 12,000 entries were received by Murphy Products Co., Burlington, Wis. (Murphy feeds) in a contest which ran for 10 weeks over WLS and WHO the winners being announced Aug. 19. Contestants were required to submit the last line of a four line jingle which was obtainable in the bags of Murphy's Feed. In all 106 prizes were awarded. These included an All-crop Harvester, a Ford, a Schult auto trailer, an ABC washing machine, a radio, 20 bicycles, baseball gloves, wrist watches and 50 sacks of Murphy Feeds. Announcements of the contest were made on the Saturday night half-hour *Barn Dance* programs broadcast over WLS and WHO. Wade Adv. Agency, Chicago, has the Murphy account.

* * *

GEORGE W. DAVIS, 75 E. Wacker Drive, Chicago, who conducted the Mars, Inc. (candy) "Win-A Race Horse Contest" over WGN, Chicago, in the fall of 1935 in which more than 100,000 entries were received will launch a similar contest over a large group of stations this fall. The first prize will be choice of a yearling colt sired by Man-O-War, or $10,000. Local sponsors will tie-in with the contest. Window displays, streamers, and counter displays will be used to promote the contest. The contest will start about November.

* * *

IN A STRIKING red and black folder headed . . . "we write a p.·s. to a post card," CBS reprints a postal sent by the publishers of *Life* magazine to advertising men and adds a postscript pointing out *Life* "only magazine in history to have written so glowing a success story in so short a time . . . is also the only magazine to have had the support of a radio advertising campaign at its launching."

* * *

WHN, New York, has started a dress contest on its daily homemaker program conducted by Mrs. Ida Bailey Allen. Listeners send in a description of their favorite dresses, materials used and costs and the five winners will appear on Mrs. Allen's program.

* * *

OLINGER Department Store, Denver, is offering tuition awards totaling $2,380 to winners of its talent contests on *The Children's Hour*, a weekly feature of KLZ, that city. The entrance age limit is 18 and two weekly awards will be made during the 52-week series.

* * *

THE BARRAGE of novelty promotion pieces being sent out by KMMJ, Clay Center, Neb., reached its peak with the mailing of a coin pocketbook jammed with thousands of dollars in stage money, tieing-in with the bumper crops Nebraska farmers are enjoying.

* * *

DRAMATIC typographical treatment is given a brochure published by KMOX, St. Louis, in which results of a coincidental survey are summarized. Programs and services offered by the station are depicted and numerous photographs of the staff are included.

GOLDBLATT BROS., Chicago (chain of ten department stores) sponsoring the *Golden Hour* over WGN, Chicago, a morning recorded program daily except Sunday, has started a contest which is being promoted on the program. Entrants are required to write a letter answering "Why is Goldblatt Bros., the ideal place to buy furs?" Entry blanks are obtainable only at the Goldblatt stores. A $200 fur coat to be chosen by the winner is the first prize with a $150 silver fox fur scarf the second prize.

* * *

KFRO, Longview, Texas, is presenting a program *We're In The Money*, promoting a Buck Sale sponsored by local merchants. Fifty merchants of greater Longview are participating in the drive, promoted by KFRO. These merchants give out 'bucks', an equal amount in 'bucks' to the amount each customer purchases. These 'bucks' will be of value in bidding on many articles of value to be donated by participating firms, which will be sold at auction in late October.

* * *

WCOA, Pensacola, Fla., pictorially illustrates its market and coverage data in a colorful brochure which has just been distributed and points to these local facts: Army and Navy training stations are in Pensacola; it is a summer and winter resort; it has 68 manufacturing establishments employing 1,700 with an annual payroll of $1,800,000.

* * *

WITH truck banners, theatre trailers and lobby announcements, Seven-Up Bottling Co., San Antonio, Tex., is promoting its *Seven-Up Saturday Show* on WOAI, that city, originating from a local theatre. The show includes amateur contests for kids, interviews with children by Jimmy McClain, WOAI announcer, and listener contests of the question and answer variety.

* * *

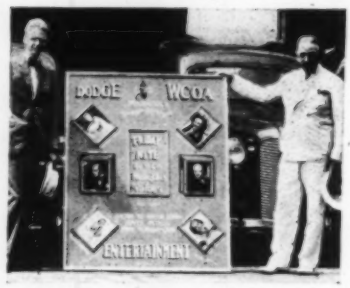
UNION OIL Co., Los Angeles, uses radio to announce new goodwill builders that are available at dealers, such as maps, using point-of-sale material to furnish fresh copy themes and aid salesmen.

* * *

A BROCHURE showing photographs of the seven local announcers, 67 staff artists and musicians, and a number of the local program casts in costume is offered listeners writing to KVOO, Tulsa.

Rate Contest

KFRO, Longview, Tex., has sent its contest rules on "How To Improve KFRO Rates" to 500 agencies and reps in an attempt to settle the rate question once and for all. Along with the rules and coverage data KFRO mailed an offer of $25 for the most constructive criticism of its rate scale. Nothing will be considered personal, ideas will be treated confidentially and the contest closes Sept. 15, according to KFRO.



DISPLAY—This display piece is used by local Dodge dealer to promote its weekly program on WCOA, Pensaloca. At left is Manager H. G. Wells, of WCOA, with Guy E. Yast, manager of the Dodge firm.

ADMIRACION LABORATORIES, Harrison, N. J. (soapless scalp & hair treatment), sponsor of the variety revue *Fun in Swingtime* on MBS, will offer silver fox pieces valued at $300 each for the three best letters on complimentary remarks heard after using its shampoo. The contest will begin Sept. 12 and in addition to the offer of fur pieces the 500 next best letters will win pairs of silk stockings valued at $2. The three top winners will be telephoned by the stars of the program during the broadcasts and the contest series will run for 13 weeks.

* * *

THE baseball school conducted by the Kellogg Co., Battle Creek, Mich, in conjunction with its baseball broadcasts on WJJD, Chicago, received nationwide publicity when Pathe newsreels took pictures of the young players in action, together with shots of Joe E. Brown, movie comedian, who was guest announcer on the games, and Lew Fonseca, director of the school, who will also be guest announcer following Tris Speaker now broadcasting the games.

* * *

UNCLE DON, whose famed children's program is broadcast each weekday evening and Sunday morning on WOR, Newark, under participating sponsorship, is awarding two silver loving cups monthly to the boy and girl accomplishing the best good deeds during the month. His Good Deed Club has fed, clothed and made happy several thousand persons during the last year.

* * *

WEBSTER-EISENLOHR Inc., (Tom Moore cigars) is giving away Carl Hubbell baseball books for listeners to Russ Hodges sports program broadcast thrice weekly from 8-8:30 p. m. by WIND, Gary. Listeners send in three Tom Moore cigar bands for the books. N. W. Ayer & Son Inc., Philadelphia, is the agency.

* * *

WSGN, Birmingham, new outlet for NBC-Blue Network, has been promoting its affiliation with NBC by means of tire covers on local taxis.

* * *

WDSU, New Orleans, purchased a page ad in the *New Orleans Progress* which put out a special edition in honor of the Mayor's completion of his first year in office.

* * *

KFEL, Denver has started a program schedule with complete availability information as a service to advertisers and agencies.

DISCS TO PROMOTE WGR-WKBW Record Spots For Own Programs

TRANSCRIBED sustaining announcements are made weekly by members of the production staff of WGR-WKBW, Buffalo, in order to approach the color and listener interest of carefully rehearsed commercial productions. In the past it has been general radio practice to insert brief sustaining announcements at available periods with the announcer doing a straight reading job.

Not only are the transcribed announcements dramatized but they have been kept short to make them available at station breaks and the fact that it is a transcription is on the announcement itself to save time getting into it.

Typical of the transcribed sustainers is one recently produced for the *Three Treys*. It opens with several bars of the theme used by the act for their Friday afternoon CBS sustainer from WGR. The announcer introduces the *Three Treys* by name and each, in turn, invites the listener to tune to the station Friday afternoon at 5:15 p. m., the theme is then brought up and faded out after a few more bars.

* * *

STAR OUTFITTING Co., San Francisco (wearing apparel) on KYA, San Francisco, Monday through Friday at 5:30 p. m., recently changed its program from the mystery serial drama *Chandu, the Magician* to *Uncle Harry's Amateur School*. The quarter-hour is participated in by amateur talent up to 14 years and is presided over by "Uncle Harry" (Dwight Newton). All children within the age limit are eligible to compete. The child participant receiving the most votes from the radio audience at the termination of a week is awarded a free course in dramatic training, or dancing or music at the Franchon & Marco school in San Francisco.

* * *

DECORATED with Wheaties and Mobiloil, cosponsors of home games played by the St. Louis Cardinals and Browns, a booth was set aside at the recent centennial celebration in Mascoutah, Ill., in honor of Johnny O'Hara and Tom Dailey, sportscasters of KWK, St. Louis. Six Cardinal players recently made guest appearances at 12 St. Louis grocery stores at autograph boxes of Wheaties for the kids, as a part of General Mills' promotion plan.

* * *

GENERAL MOTORS Corp. on Aug. 31 awarded four $5,000 university scholarships on behalf of its Fisher Body Division to winners of the annual craftsmanship competition. The winners were selected from 200,000 contestants who constructed model coaches.

* * *

WIBW, Topeka, has published a promotion piece shaped like a map of the state and plastic bound. It is liberally spotted with illustrations and station facts. Complete audience analyses are included.

* * *

QUAKER OATS Co., Chicago (cereal), recently presented a special performance of *Kaltenmeyer's Kindergarten* before 28,000 grocers and friends attending the Milwaukee Retail Grocers' Association picnic.

XUM

★

FAMOUS FOR TALENT
FAMOUS FOR RESULTS

WLW's staff of artists, musicians, writers, announcers and production men is the largest regularly employed by any individual station in America.

WLW is ideally equipped to originate and produce programs for sponsors who desire to supplement their network shows in the vast territory served by . . .

THE NATION'S STATION